

Hot Drinks Market Size, Share & Trends Analysis Report By Product (Coffee, Tea, Others), By Region (North America, Europe, Asia-Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2025 - 2030

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Abstracts

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Hot Drinks Market Growth & Trends

The global hot drinks market size is expected to reach USD 567.7 billion by 2030, registering a CAGR of 7.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. Hot drinks help in reducing the prevalence of various lifestyle-related diseases such as blood pressure, obesity, and stress. Increasing awareness related to the various health benefits associated with consumption of hot drinks among the young generation is expected to drive the market over the forecast period.

The vendors are launching various ready-to-make drinks with various flavors and aromas to attract young consumers. Increasing product availability and retail outlets is driving the market for hot drinks over the forecast period. Furthermore, manufacturers are adopting various food safety regulations such as GRAS, Kosher, HACCP, USDA Organic, and GMP to ensure delivery of quality product and to attract a larger customer base.

Increasing prevalence of various lifestyle-related diseases in both developing and developed countries has led to an increase in consumer interest in healthier products, thereby providing growth opportunity for hot drinks over the forecast period. It has been surveyed that hot green tea is known to be very healthy, which helps to increase the metabolism and weight loss. Furthermore, herbal tea helps in detoxification and

relieving stress, which is expected to fuel demand for tea over the forecast period.

Coffee dominated the market in 2018 and is expected to maintain its lead over the forecast period. Increasing penetration of organic coffee and coffee pod is a key factor fueling the demand for coffee over the forecast period. Tea is expected to witness significant growth over the forecast period. Increasing launch of flavored and aroma tea is driving the interest of young consumer.

Asia Pacific is expected to expand at a CAGR of 7.9% over the forecast period. Increasing number of millennials, coupled with franchise outlet in the region, is a main factor driving the regional hot drinks market over the forecast period. Moreover, increasing installation of coffee vending machines at office premises will provide growth opportunity for the hot drinks over the forecast period.

Hot Drinks Market Report Highlights

By product, the tea segment dominated the global hot drinks market with a revenue share of 39.0% in 2024. Tea is the second most consumed beverage globally, surpassed only by water, and the most widely consumed hot beverage worldwide.

The Asia Pacific hot drinks dominated the global market with a revenue share of 41.6% in 2024. The Asia-Pacific region, home to approximately 4.3 billion people, constituting about 60% of the global population, has emerged as the most lucrative market for the hot beverage industry.

The industry is highly competitive with the leading players including Costa Coffee; Starbucks; Celestial seasoning Inc.; Caffè Nero; and Ajinomoto General Foods Inc.

Various manufacturers are concentrating on new product launches, capacity expansion, and technological innovation to estimate existing and future demand patterns from upcoming product segments.

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