

Hot Beverages 2027 Report

Unlock the full potential of hot beverages with this essential guide for foodservice and hospitality professionals, designed to deepen insight and fuel growth

With key insights to support:

- ✓ Sales & Commercial
- ✓ Innovation & NPD
- ✓ Category & Insight
- ✓ C-Suite

NielsenIQ

powered by  intelligence



Methodology



Data from On Premise User Survey (OPUS) GB survey and NIQ powered by CGA intelligence proprietary data



Autumn 2026



Nationally representative sample of 5,000 GB consumers who visited the Out-Of-Home in the last 6 months



You asked. We listened.

*Unpick the most common problems within the hot beverage category **



Gain performance insights

Explore the hot beverage category as a mega-category by evaluating its share of total consumption in the OOH



Understand the consumer

Identify customisations consumers want from alternative milks to syrup flavourings to stay ahead of demand



Discover optimum pricing

Determine optimal price range across different consumer demographics using the Van Westendorp model



Secure your future

Support your 2027 strategy by identifying the highest-value opportunities, occasions and channels for hot beverages

* Included coffee, tea, hot chocolate, iced coffee and iced tea

Example
Output

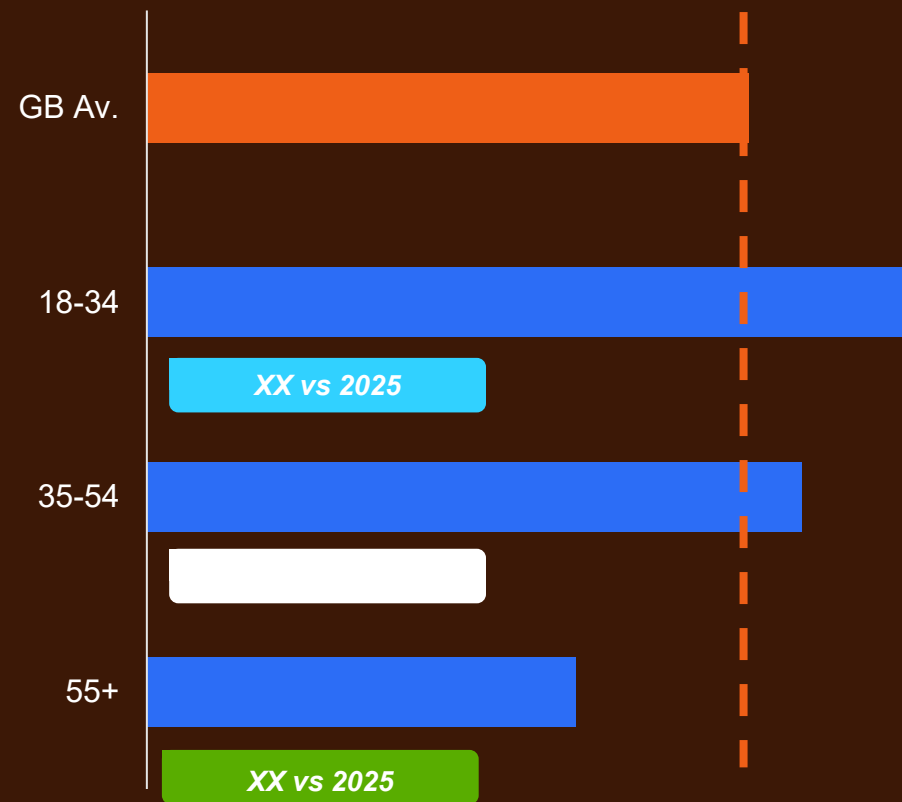
xx%

of consumers drink
flavoured hot
beverages in the
Out-Of-Home

xx vs 2025
xx vs 2024

Further evidence that more cemented trends
have made their way to the xxxxx
consciousness, as they are driving the growth in
flavoured hot beverage consumption

Do you typically drink flavoured hot drinks when out?
– Split by Age

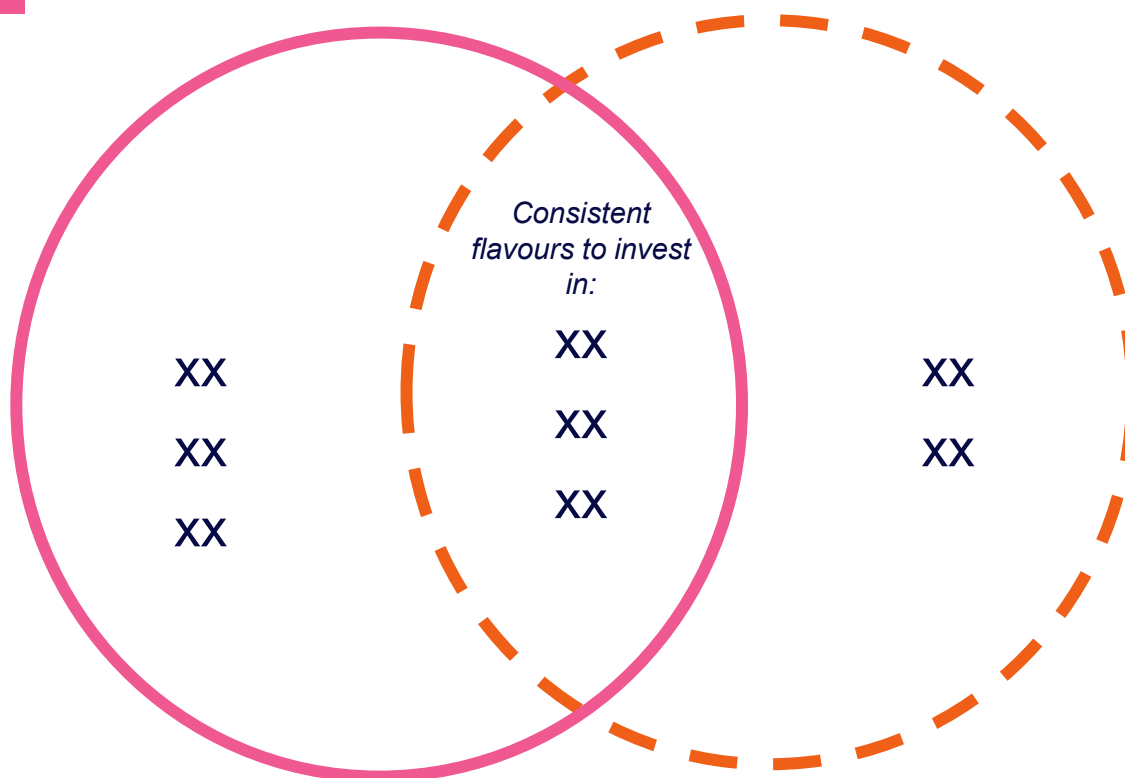


For consumers in the mid-range, the top flavours are staples to be included within your flavour offering, however, there is opportunity to be innovative with other flavours such as xx and xx

Would typically choose

Which of the following flavour profiles do you typically choose in hot / iced hot drinks?

	33%
	26%
	22%
	13%
	13%



Would choose if available

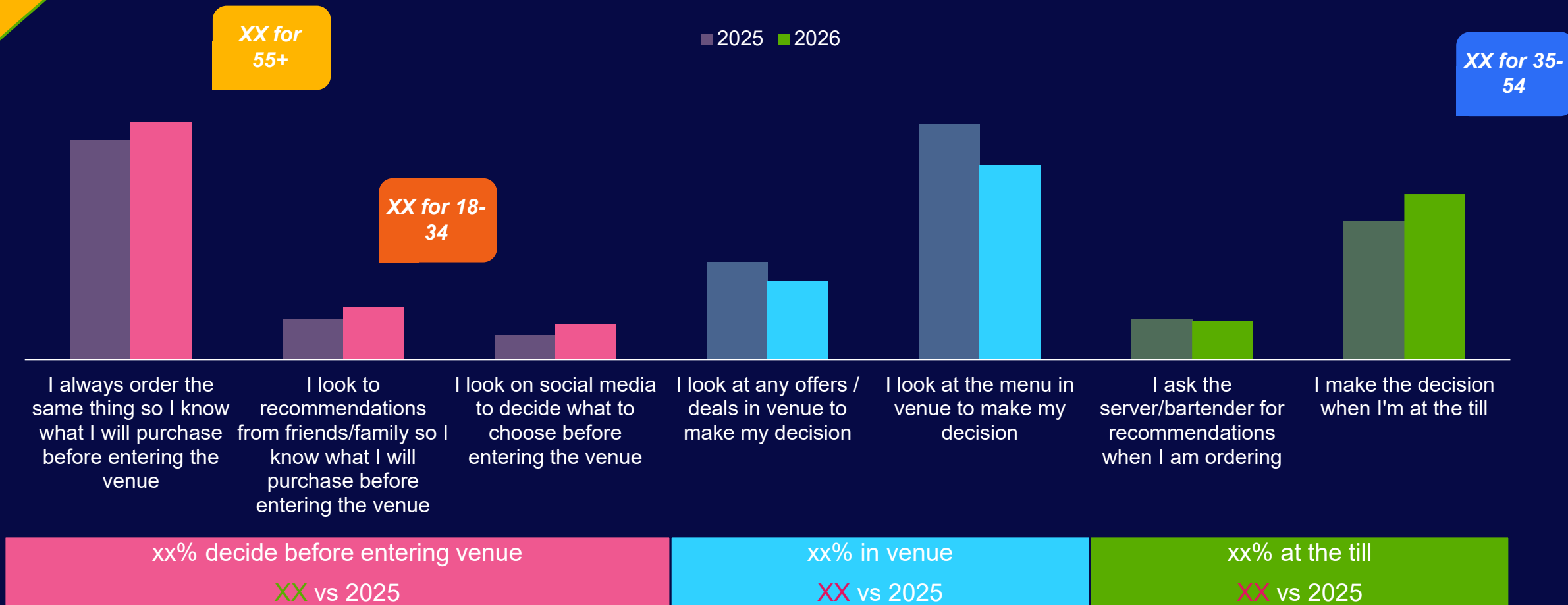
And which of these would you drink, if they were available on you on visits to cafés, restaurants and other similar venues?

	33%
	27%
	23%
	17%
	15%

Example
Output

to capture demand throughout the purchase journey by influencing decisions the visit, strengthening loyalty, spotlighting innovation and maximising impulse at checkout

Which of the following statements best describe how you typically choose what hot drink to purchase? Please select one.



Food Insights Series *NIQ powered by CGA intelligence*

*Reports available now – please contact your
account manager for more information*



Flagship Report: Food Insights



Spotlight Report: Desserts



Spotlight Report: Snacking in Pubs

FastTrack

A dedicated consumer syndicated insight study
for QSR, coffee and dessert brands

NielsenIQ

powered by **CGA** intelligence



What is FastTrack?



A bi-annual survey of 3,500 consumers, nationally representative of those that eat and drink out of home in Great Britain

Examining the perceptions, attitudes and behaviours of consumers in relation to Great Britain's leading QSR brands



FastTrack respondents will be asked which On-the-go operators they are aware of. Of those they are aware of, they will be asked which they would consider visiting and which have visited in the last 6 months, both in-venue and for a takeaway/delivery.

Of those brands they have visited, a far wider range of questions are asked about the brand; from drivers to visit, to occasions, brand descriptions and more



FastTrack's capabilities



FastTrack helps you understand the evolving relationship between consumers and OTG brands.



Tracks key metrics of your brand and benchmarks them against OTG competitors.



Provides in-depth analysis of your consumers and potential consumers.

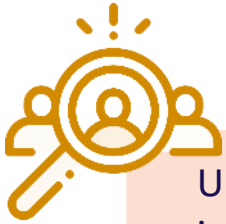


Offers insights into who your consumers are, including their lifestyle and habits.



Helps identify the best ways to engage with your target audience.

FastTrack Benefits



Understanding consumers

Understand general market habits and interaction with the wider fast casual market



Consumer Profiling

How to best engage with target groups, understand lapsed users, who are first-time users, and identify headroom amongst target relevant groups



Understanding consumer outlooks

Understand habits and drivers for visiting coffee shops/cafes, key brand descriptors and how drink satisfaction differs for those dining in vs taking away. Track drink options typically purchased, options consumers would like to see more of and factors for drink decisions by channel



Data led-solutions

Provide data for marketing/brand teams to activate and stay ahead of competition



Customer acquisition drivers

Maintain and improve brand relevancy by comprehending levers behind customer acquisition



Profitability

Drive frequency, increase satisfaction and grow revenue

Contact Us

To learn more or to speak to a member of the team,
please feel free to get in touch



JAMES ASHURST

Foodservice Client Director
james.ashurst@nielseniq.com



ANDY HODGSON

Client Business Partner
andrew.hodgson@nielseniq.com



SHIRLEY TAN

Senior Client Manager
shirley.tan@nielseniq.com

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