



# Where Consumers Shop for Hot Drinks

October 2024

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Hot drinks returns to moderate growth after a tumultuous pandemic

Coffee dominates value growth

Asia Pacific leading as largest source of growth

Top five trends affecting global hot drinks

## CHANNEL SHIFTS

Hot drinks industry continues to achieve profitable growth in e-commerce

Asia Pacific and North America leading the channel shift

E-commerce strategy is no longer optional

Retail professionals foresee digitalisation remaining a prevailing trend in the long term

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Um Coffee Co: Barista champions and shift to experience and loyalty

Stumptown Coffee x Alaska Airlines: Swerve to institutional

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Future of hot drinks vs drinks and tobacco e-commerce vs retail offline

Key takeaways

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