

The Grocer

Focus On: Hot Drinks & Cold Brew

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Intro: Historically, java junkies looked down their noses at instant coffee drinkers – but the sector is getting a glow-up. Some brands have launched posh instant coffee lines in the past 12 months and liquid concentrates are flooding the market – so how are they faring?

Instant 2.0: New-wave launches

- Which brands are behind instant coffee's reappraisal?
- Why are liquid concentrates tipped to be the next big thing?
- Are any tea brands experimenting with liquid concentrates?

Ground coffee: The state of play

- How is ground coffee faring amid the activity in instant?
- How are brands faring versus own label?
- Which brands are the standout performers?

RTD coffee: Functional benefits

- RTD coffee brands are adding fibre and protein – why?
- What other functional benefits are cropping up in RTD coffee?
- What are the trends driving flavoured innovation?

Functional teas: Standout claims

- Which brands are offering functional benefits beyond “calm” and “sleepy”?
- What are the trending ingredients?
- Are shoppers receptive to these products?

Peak matcha: The next big trend

- Does matcha have any more room to grow?
- Which are the latest drinks trends coming through foodservice?
- Could hojicha be the next matcha?

Black tea: The standard brew

- With all this innovation, how is standard black tea faring?
- How are brands performing in relation to own label?
- How are suppliers keeping younger shoppers engaged?

Hot chocolate goes posh: Ranging & merchandising

- Why is Tesco listing posh hot chocolate?
- Which brands are bucking the sector's declines?
- How are health concerns impacting hot chocolate sales?

ESG: The role of certifications

- How important a role do certifications like Fairtrade and Rainforest Alliance play in the category?
- Are these an important purchase driver for consumers?
- Which brands are leading the way in ESG?

Brand spotlights: We will profile three brands making an impact in the category. Please provide strong hi res images.

Innovations: We will profile eight new products or ranges. We need launch date, rsp, and a hi-res picture of each.