

FOCUS ON

Hot Beverages

Web App Guides In Store In Depot

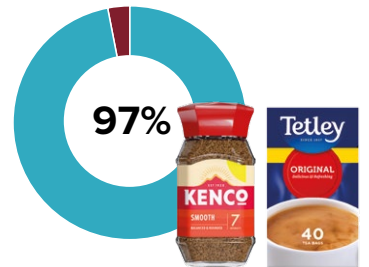
STOCK UP ON NESCAFE

THE UK's No 1 COFFEE BRAND



Over
281
Million cups of
Iced Coffee
sold last
year*

*Source Circana (UK) Ltd. All Outlets. UK. 52 WE 27 Dec 2025.



97% of UK Households buy Tea and Coffee.²



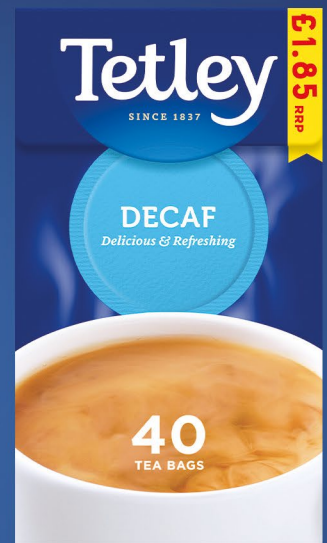
£123.8m Hot Beverages value in Symbols and Independents.¹



+15.6% Decaf Coffee value growth.¹

1. SmartView Convenience retail EPOS for Symbols & Independents. Hot Beverages MAT TY 14 July 2025 - 12 July 2026 vs MAT LY
2. Circana & Kantar Total Convenience L52wk 21st March 2026/ Kantar Bronze tracking report L52wks 21st March 2026

stock the nation's favourite*



that's
better
that's Tetley
SINCE 1837

FOCUS ON

Hot Beverages

 Web
  App
  Guides
  In Store
  In Depot

Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for the independent retailer. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

In this edition, we spotlight the Hot Beverages category, showing how retailers can grow sales throughout the year. Shopper demand is consistent, but shifts depending on weather and occasion.

This guide highlights channel performance and the latest trends in Coffee, Tea, and Hot Chocolate. It also features our core range planogram and best sellers to help you optimise space and grow sales.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Callum Atkinson
Category Manager, Plan for Profit

DEDICATED TO THE INDEPENDENT RETAILER



Visit us & boost your profits today!

www.planforprofit.co.uk
 @PlanForProfitRetail
 @Plan_for_Profit

Also available on the App Store/Google Play



View focus on guides here



CATEGORY OVERVIEW

Hot Beverages remains a significant category in Symbols and Independents, but value and unit sales continue to decline.



£123.8m¹

Hot Beverages value **£123.8m** in Symbols and Independents, down **-5.0%** versus last year.¹



-9.0%¹

Change in unit sales **-9.0%** versus last year.¹



LAST FOUR WEEKS

1. SmartView Convenience retail EPOS for Symbols & Independents. Hot Beverages MAT TY 14 July 2025 - 12 July 2026 vs MAT LY 15 July 2024 - 13 July 2025; latest four matched weeks ending 12 July 2026.

WHEN THE CATEGORY GROWS +7%, KENCO GROWS +25%*

**NEW
LOWER
PMP'S**



**SMALL
CASE SIZE
OF 6**



**EXPANDED PMP RANGE,
NEW FOR H2 2026**

STOCK KENCO TODAY

From your local Plan for Profit Depot

*Specs +7%, Kenco +25%. Nielsen Homescan Panel data, Nielsen Scantrack data Total Market - ending 16.05.2026.

COFFEE

Coffee accounts for almost two-thirds of Hot Beverages value in Symbols and Independents. Value is down **-4.8%**, but the picture varies by segment.¹



BACK COFFEE SACHETS

Coffee sachets are up **+6.9%** in value and **+7.4%** in unit sales. Four lines account for almost two-thirds of sachet value.¹



PLAN FOR
PROFIT
TIP

Stock coffee sachets beside everyday instant and prioritise the Plan for Profit Core Range.



COVER DECAF

Instant decaf coffee value is up **+15.6%**, while unit sales are up **+4.0%**.¹



PLAN FOR
PROFIT
TIP

Stock Nescafé Decaf 95g alongside Nescafé Original 95g so shoppers can find it easily.



PROTECT EVERYDAY INSTANT

Everyday instant accounts for half of Coffee value in Symbols and Independents, but sales are down **-10.2%**.¹



PLAN FOR
PROFIT
TIP

Use Nescafé Gold Blend 95g and Nescafé Original 95g to anchor the block, then cover growing Decaf and Speciality choices.



1. SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages MAT TY 14 July 2025 - 12 July 2026 vs MAT LY 15 July 2024 - 13 July 2025.

THE UK'S NO.1 BREW*



LET'S HAVE A PROPER BREW

*NielsenIQ Retail Measurement Service, Value Sales, 52 w/e 11th July 2026

The No.1 Roast & Ground Coffee Brand*

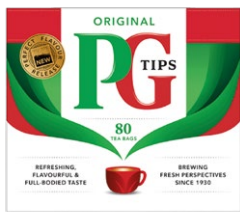


TAYLORS
OF HARROGATE

*NielsenIQ Retail Measurement Service, Value Sales, 52 w/e 11th July 2026

TEA

Tea accounts for **31.2%** of Hot Beverages value in Symbols and Independents and is down **-4.3%** year on year.¹



FOCUS EVERYDAY BLACK TEA

Everyday black tea bags generate around **£30.0m** in Symbols and Independents, but value is down **-3.6%** and unit sales are down **-8.0%**.¹

**-3.6%
VALUE**

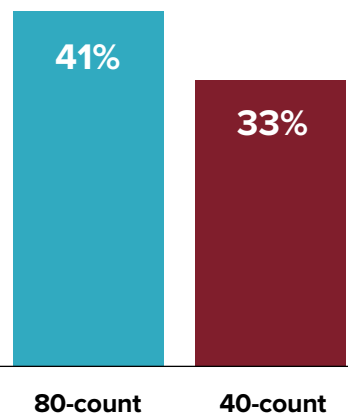
**-8.0%
UNIT
SALES**

PLAN FOR
PROFIT
TIP

Keep everyday black tea as the main block, with smaller sections for Decaf, Fruit & Herbal and Speciality Tea.



COVER PACK SIZES



In Symbols and Independents, 80-count packs account for **41%** of tea value, while 40-count packs account for **33%**.¹

PLAN FOR
PROFIT
TIP

Make 80s and 40s easy to compare. Avoid spreading space across too many similar pack sizes.



TEST GROWTH OPPORTUNITIES

Decaf and Fruit & Herbal Tea are both growing **+3%** in wider Convenience, but declining in Symbols and Independents.²



PLAN FOR
PROFIT
TIP

Start with the Plan for Profit Core Range, then trial new flavours where space allows.



1. SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages MAT TY 14 July 2025 - 12 July 2026 vs MAT LY 15 July 2024 - 13 July 2025.

2. Circana, Total Convenience Hot Drinks subcategories, 52 weeks ending 21 March 2026

IMPROVED TASTE, FULLER FLAVOUR

LIVE LIFE ONE TEA AT A TIME

**BLACK TEA
ACCOUNTS FOR
72% OF TEA
SALES***



**OVER 9M
PACKS OF TEA
SOLD IN
IMPULSE***



MILK DRINKS

Milk Drinks are worth **£5.6m** in Symbols and Independents, but value is down **-12.9%** and unit sales are down **-17.2%**.¹

**-12.9%
VALUE**

**-17.2%
UNIT
SALES**



LEAD WITH HOT CHOCOLATE

Hot Chocolate value is down **-13.9%**, with unit sales down **-18.5%**.



FOCUS ON THE BEST SELLERS

Cadbury Hot Chocolate 250g is the best seller, followed by Cadbury Instant Hot Chocolate 250g. Together, the two lines generate **60%** of Hot Chocolate value.¹



COVER MALT DRINKS

Malted Drinks generate **£0.9m**, with value down **-7.8%** and unit sales down **-5.7%**.



CREATE A CLEAR BLOCK

Group Hot Chocolate and Malted Drinks together, using clear sections for each. Keep the range focused.



**PLAN FOR
PROFIT
TIP**

Start with the Plan for Profit Core Range. Give most space to Hot Chocolate, then add further flavours or Malted Drinks only where your own sales justify them.



¹ SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages MAT TY 14 July 2025 - 12 July 2026 versus MAT LY 15 July 2024 - 13 July 2025.

HOT BEVERAGES BEST SELLERS



Nescafé
3 in 1 Original

6's



Nescafé
Gold Blend

95g



Nescafé
Original

95g



Nescafé
Original

50g



Nescafé
Azera Americano

75g



Kenco
Smooth

100g



Yorkshire Tea
Original

80's



Yorkshire Tea
Original

40's



Tetley Tea
Original

40's



PG Tips
Original

80's

1. SmartView Convenience retail EPOS for Symbols & Independents, Hot Beverages MAT TY 14 July 2025 - 12 July 2026.

TWININGS

Blending Premium Quality Teas Since 1706



HOT BEVERAGES PLANOGRAM

How to Merchandise Hot Beverages

BLOCK BY CATEGORY

Keep Coffee, Tea and Hot Chocolate in separate sections. Give Coffee the most space, followed by Tea.

GROUP BY TYPE

Keep Everyday Instant, Coffee Sachets and Decaf together. In Tea, separate Everyday Black, Fruit & Herbal and Speciality choices.

BACK THE BEST SELLERS

Give your best sellers clear facings and refill them first.

REMOVE DUPLICATION

If space is tight, remove similar flavours or pack sizes before removing a different shopper need.

1m x 3 Shelf



● CORE ● EXTENDED ● NPD

Stock the
No1 one brand
in the frothy category*



*Circana (UK) Ltd. All Outlets, Mixes Frothy, 52w/e 11 Jul, 26

NESCAFÉ