

RTD Coffee in Poland

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Report description:

RTD coffee is a nascent product area and continued to grow at pace in 2022, with volume sales growing by more than a half. RTD coffee has also escaped to a large extent the impact of the sugar tax that was introduced in 2021, as drinks with over 50% milk content are exempt. In Poland, RTD coffee is treated as a dessert and is usually consumed between 12.00hrs and 16.00hrs. As such, it is not treated as an alternative to coffee from a cafe or as an energy drink, meaning it is not cannibalising sa...

Euromonitor International's RTD Coffee in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTD Coffee market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Starbucks goes beyond on-the-go consumption

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