

## **RTD Coffee in Sweden**

Market Direction | 2023-01-16 | 27 pages | Euromonitor

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### **Report description:**

RTD coffee has witnessed a surge in demand in 2022 although retail volume sales are growing from a small base. The category is being driven by Swedes spending more time outside the home, supporting consumption in the on-trade and convenience retailers, with impulse purchases and smaller pack sizes proving popular. RTD coffee is seen as a convenient and tasty option for coffee enthusiasts. Prior to the outbreak of COVID-19 these products were typically purchased for on-the-go consumption.

Euromonitor International's RTD Coffee in Sweden 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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