

Ready-To-Drink (Rtd) Coffee Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The global ready-to-drink (RTD) coffee market is expected to register a CAGR of 7.69% during the next five years.

Key Highlights

Health deterioration due to busy lifestyles and insufficient exercise, along with the increasing obese population, is a major reason behind the rising number of individuals riding on the fitness fad. Ready-to-drink coffee, an excellent source of instant energy, is gaining popularity amongst youngsters and the middle-aged working population.

In addition, the increase in health and physical fitness awareness has encouraged more youngsters to get involved in sports, gymming, and physical activities, soaring the need and demand for more quick energy supplements and drinks. The majority of coffee consumers are purchasing coffee via online delivery channels. Many consumers are ordering their coffee online, increasing the consumption of at-home coffee, or are increasingly purchasing ready-to-drink coffee.

Furthermore, with respect to the growing trends of functional drinks, consumers purposely want to purchase ready-to-drink coffees claiming health benefits. Hence, companies are innovating their product offerings to differentiate their products from competitors. Some manufacturers are infusing nutrients, like vitamins, minerals, probiotics, antioxidants, and energy boosters, in their RTD coffee products to attract more customers and boost sales.

For instance, in August 2021, the functional beverage brand REBBL launched REBBL Stacked Coffee, a line of ready-to-drink cold-brew coffees designed to provide balanced energy and immunity support. The coffee was made available in four flavors: cafe mocha, vanilla late, hazelnut latte, and straight black. All varieties were certified by the United States Department of Agriculture (USDA) as organic, fair trade, non-GMO, dairy-free, soy-free, gluten-free, and vegan.

Ready to Drink (RTD) Coffee Market Trends

Bottled RTD Coffee Gaining Momentum

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Packing all beverages by almost all major players is more attractive to increase the sales of their products. Also, packages in various quantities are made available for easy usage. Glass bottles and pet bottles are widely used worldwide. Pet bottles are preferred more than traditional glass bottles, as new technology enables these bottles to do more than hold beverages. These bottles aid in improving the shelf life and preservation apart from being available in economic formats. Pet bottles are manufactured so consumers can heat or cool the coffee depending on their requirements. These hot/cool bottles come in handy 'grab and go' sizes and can be used conveniently. Products in bottled format can be consumed all at once or can be stored. Caps or lids over these bottles also play an important role as they preserve the freshness and aroma of the drinks. The convenience offered by bottled, ready-to-drink coffee products is driving the market for the particular segment. Additionally, the appearance of the package also plays an important role in the sales of the products. Hence, sleek and fashionable bottles with bright colors influence consumers' impulse purchase patterns.

Asia-Pacific Witnessed Significant Growth

Healthy eating and drinking is a major trend that engages a major chunk of the global population. Ready-to-drink coffee is also one of the functional drinks that is available with proven health benefits. Various types of ready-to-drink coffee are introduced to serve the vast consumer base spread globally. The growing obese population, unhealthy eating habits among children and adults, busy lifestyles, and tight work schedules are the factors driving consumers toward healthy alternatives in terms of convenience food.

The calorie-conscious consumer and the diabetic population are looking for alternatives to sugar in their drinks, increasing their preference for antioxidant-enriched health drinks. Product innovation is one of the core strategies that escalated over the years. It is garnering interest among consumers.

Additionally, the players in the market are actively launching products and ad campaigns in the market to gain more consumers. For example, Nescafe launched a ready-to-drink campaign in India to celebrate Generation Z's excitement and vigor.

Ready to Drink (RTD) Coffee Market Competitor Analysis

The global RTD coffee market is largely dominated by key players such as The Coca-Cola Company, Nestle SA, Suntory Beverage and Food, and Starbucks Corporation, with a high global presence of their brands Nescafe, Starbucks, Dunkin' Donuts, and Costa, among others. Further, by engaging the consumers with innovation and expansion strategies, the key players are capitalizing on the market revenue. Moreover, penetration by the key players with the product offering in the small pack size and sachets in the developing markets is further expected to fuel the market share of key brands in the developing regions.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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