

Coffee and Connectivity: Unlocking Digital Trends for Loyalty and Personalisation

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Report description:

The evolving consumer preference, rapid technological advancements and ever-growing desire for convenience are driving a transition towards a smartphone-first future. Coffee industry players need to be equipped with the right strategies and tools to ensure growth opportunities, maximise customer retention, foster brand loyalty and enhance consumer experience. This report analyses the key digital trends that are influencing the coffee industry.

Euromonitor International's Coffee and Connectivity: Unlocking Digital Trends for Loyalty and Personalisation global briefing offers an insight into the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot Drinks 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.

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reliable information resources to help drive informed strategic planning.

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