

RTD Coffee in the United Arab Emirates

Market Direction | 2023-11-28 | 26 pages | Euromonitor

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Report description:

Price per litre, RTD coffee is the most expensive category within soft drinks in the United Arab Emirates, followed by energy drinks. Its high price is driven by the premium nature of the product, a relatively small bottle size and the domination of international brand, Starbucks. Despite its premium price, it is one of the fastest growing categories. Following a post-pandemic recovery, RTD coffee sustains double-digit growth and is set to maintain this pace in the future.

Euromonitor International's RTD Coffee in United Arab Emirates 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.

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The trend for healthier RTD coffee is emerging with limited off-trade success

Starbucks retains dominance of RTD coffee in the local market

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RTD coffee to become increasingly fragmented with several strong players entering

RTD coffee brands are set to operate within one price segment

With health benefits and product variety, RTD coffee will start competing more strongly with other soft drinks

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