

## **RTD Coffee in Poland**

Market Direction | 2023-12-07 | 28 pages | Euromonitor

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### **Report description:**

In 2023, RTD coffee leads as the fastest growing category in soft drinks, in volume terms. Despite the unfavourable economic conditions, RTD coffee continues to attract new consumers. The product category is widely available in the modern trade, with a good selection of brands, formats and sizes to choose from. 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 dri...

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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