

RTD Coffee in Switzerland

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Report description:

RTD coffee registered positive growth in off-trade volume terms in 2023, albeit at a slower rate than the previous year. Demand was largely driven by a return to pre-pandemic patterns of mobility, which fuelled the recovery of sales through retail channels targeting on-the-go consumption, including convenience stores and kiosks. Growth was also sustained by a rise in home-based consumption amongst remote workers, notably among young adults with active lifestyles.

Euromonitor International's RTD Coffee in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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Sustained growth in 2023, thanks to revival of pre-pandemic patterns of mobility

RTD coffee sees little product innovation

Emmi maintains its strong lead

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