

RTD Coffee in France

Market Direction | 2023-11-30 | 33 pages | Euromonitor

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Report description:

RTD coffee has inevitably been on the path to recovery after struggling during the COVID-19 crisis. But its reprieve has not been as strong as was expected. RTD coffee was one of the soft drinks categories hit hardest by the pandemic. With forecourt retailers being a key distribution channel for the category, limitations on travel led to a significant drop in on-the-go consumption. These products are usually located in refrigerated cabinets for snacking and convenience-orientated consumption in...

Euromonitor International's RTD Coffee in France 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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Too expensive and in direct competition with energy drinks and coffee

Possible development in alternative channels to multiple grocery retailers

Starbuck remains in control against challengers

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