

RTD Coffee in the United Kingdom

Market Direction | 2023-11-27 | 32 pages | Euromonitor

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Report description:

In 2023, RTD coffee is set to experience strong double-digit growth in off-trade current value and volume terms. For several years now, RTD coffee has benefited from growing popularity and a surge in demand. This is due to several factors, including working from home, affordability, generational preferences, as well as the increasing cost of living. Although prices have increased across the UK, total sales of soft drinks have remained resilient in 2023, and RTD coffee is expected to be amongst t...

Euromonitor International's RTD Coffee in United Kingdom 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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RTD COFFEE IN THE UNITED KINGDOM

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2023 DEVELOPMENTS

Despite the cost-of-living crisis RTD coffee experiences strong growth, driven by convenience and affordability

Dynamic innovation in RTD coffee drives demand and boosts sales

RTD coffee brands follow the health and wellness trend by offering functional options

PROSPECTS AND OPPORTUNITIES

Innovation expected in plant-based RTD coffee

Flavoured milk could pose competition, as a cheaper alternative to RTD coffee

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