

RTD Coffee in Germany

Market Direction | 2024-12-11 | 33 pages | Euromonitor

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Report description:

In 2024, volume sales of RTD coffee in Germany continue to slowly decline amid high competition. After a brief rebound for the category post-pandemic, RTD coffee is significantly focused on attracting on-the-go consumers with busy lifestyles. Although RTD coffee benefits from consumers demanding convenient beverages, especially in urban areas, it is often the less attractive choice when compared to hot coffee.

Euromonitor International's RTD Coffee in Germany 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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