

# **RTD** Coffee in Spain

November 2024

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# RTD Coffee in Spain - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Strong performance of RTD coffee continues in 2024 New product innovation from a variety of players, including in terms of ingredients and flavours Diversification in pack size to include larger references

# PROSPECTS AND OPPORTUNITIES

Growth expected to continue for RTD coffee in the forecast period Plenty of new routes for new product development Possible impact of new EU deforestation law

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