

RTD Coffee in Switzerland

December 2024

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RTD Coffee in Switzerland - Category analysis

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2024 DEVELOPMENTS

Volume and value growth for RTD coffee in 2024

Ongoing innovation benefits the category by maintaining consumer interest

Consolidated competitive landscape favours Emmi once again

PROSPECTS AND OPPORTUNITIES

Continued growth expected for RTD coffee, but at a slower rate

Supermarkets will remain the dominant sales channel over the forecast period

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