

RTD Coffee in Finland

November 2024

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RTD Coffee in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional ingredients and bold flavours drive growth in RTD coffee RTD coffee players launch no sugar drinks that align with rising demands Brands offer plant-based options as the vegan population rises in Finland

PROSPECTS AND OPPORTUNITIES

Launches focus on innovative flavour offerings to gain ground Premiumisation rises as consumers demand quality ingredients and flavours Sustainability will be key in new product launches within RTD coffee

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