

RTD Coffee in the United Kingdom

November 2024

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RTD Coffee in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for RTD coffee as consumers seek convenience RTD coffee benefits from promotions and stronger store placement Brands align with health and wellness trend by providing functional options as demand for protein drinks rises

PROSPECTS AND OPPORTUNITIES

Plant-based alternatives remain key for category's positive performance Innovation expected to focus on flavour and format Future growth of RTD coffee set to driven by healthier options, affordability and customisation

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