

RTD Coffee in China

November 2024

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RTD Coffee in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Changes in consumer preference and competition weaken demand for RTD coffee More players launch RTD coffee for portfolio diversification Packaging diversification supports a wide range of consumption scenarios in a highly competitive market

PROSPECTS AND OPPORTUNITIES

The introduction of health-oriented RTD coffee and flavour innovations will drive growth RTD coffee expected to see further segmentation, driven by diverse consumer demand Omnichannel strategy key for both leading and emerging brands

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DISCLAIMER

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