

RTD Coffee in Italy

November 2024

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RTD Coffee in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee remains dynamic in 2024 Starbucks consolidates its leadership as it continues to expand across Italy Innovation could help driver stronger growth in RTD coffee

PROSPECTS AND OPPORTUNITIES

RTD coffee set for further strong growth backed by Starbucks' ambitious expansion plans RTD coffee yet to become a major draw for investors Producers of RTD coffee will need to explore new opportunities to reach a wider audience

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