



Euromonitor
International

RTD Coffee in Chile

December 2023

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RTD Coffee in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for RTD coffee continues to decline, with some brands confined to speciality stores
Preference for high milk content and sweet products is negative driver for RTD coffee in Chile
Popularity of iced coffee in on-trade outlets does not support the channel's demand for RTD options

PROSPECTS AND OPPORTUNITIES

Based on a loyal niche, RTD coffee is set to see improving demand later in forecast period
Extended range of flavours and caffeine content could help category reach a wider audience
Plant-based and functionality could help create demand from younger generations

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Soft Drinks in Chile - Industry Overview

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DISCLAIMER

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