

# Global Ready-to-drink Coffee Market Analysis 2020 – Dynamics, Trends, Revenue, Segmented, Outlook & Forecast Till 2026

*Latest Market Analysis Research Report on “Global Ready-to-drink Coffee Market 2020” has been added to Wise Guy Reports database.*

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New Study Reports “Ready-to-drink Coffee Market 2020 Global Market Opportunities, Challenges, Strategies and Forecasts 2026” has been Added on WiseGuyReports.

The Global Ready-to-drink Coffee market was valued at USD 8.2 billion in 2018 is expected to grow at a CAGR of 9.1% during the forecast period. Due to the growing consciousness among people for healthy intakes is expected to fuel growth in the global Ready-to-drink (RTD) coffee market over the forecast period.

Ready to drink (RTD) coffee is a packaged coffee beverage which is sold in a prepared form, and ready for consumption. However, the packaging can be of various type such as PET bottled which is most common and others being as Canned, glass, and tetra pack.

The report covers all the major trends and drivers playing a key role in the growth of the Ready-to-drink Coffee market. The ready-to-drink coffee market is segmented by Packaging, Distribution Channel, and Region.

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Market Dynamics: Drivers, Restraints, Opportunities Challenges

The global Ready-to-drink Coffee is primarily driven by the rising consciousness among the people for the consumption of the healthy food and beverages, and it is growing as the substitute for the carbonated drinks as people are shifting towards healthy intakes. Coffee contains several useful nutrients, including riboflavin (vitamin B-2), niacin (vitamin B-3), magnesium, potassium, and various phenolic compounds, or antioxidants. And hence have

various health benefits such as coffee consumption lowers the risk of liver cancer by around 40%. Some of the results suggest that people who drink three cups per day might have a 50% lower risk. And also, the findings of a 2017 meta-analysis suggested a link between coffee consumption and a lower risk of Parkinson's disease, even among people who smoke. This team also found that people who drink coffee may be less likely to experience depression and cognitive conditions such as Alzheimer's.

Moreover, the rising internet penetration all around the globe, especially in the developing countries like India, Brazil, and China coupled with easy access to the e-commerce website for the online shopping for FMCG products is expected to drive the market for the ready-to-drink coffee market for the forecast period.

However, due to stringent regulation on the labeling and packaging of the product by various governments will hampering the growth of Ready-to-drink Coffee in the forecast period.

### Key Segments

#### Ready-to-drink Coffee Market by Packing

- Canned
- PET bottles
- Tetra pack
- Others

PET bottles have the dominant position in the Ready-to-drink Coffee market and are expected to retain its dominance in the forecasted period. As PET bottles provide benefits such as easy handling while transportation and also, due to the cheaper packaging cost as compared to other segments. However, tetra pack are also gaining the market due to the rise in demand for environmental-friendly packaging and will be growing with the higher CAGR. It is expected that PET bottle packaging for RTD Coffee will grow at a CAGR of ~XX% during the forecast period.

#### Ready-to-drink Coffee Market by Distribution Channel

- Online
- Offline

Offline distribution channel has the dominant position in the Condiments market due to the rising supermarkets and hypermarket, giving the excess to these all types of condiment products available for different consumers easily all around the world. Geographic Landscape

For instance, E-commerce will be the engine of the next level of Indian consumer growth. In 2019, India's e-commerce marketplace is valued at \$200 Bn and predicted to reach \$1.2 Tn by 2021.

Europe is gaining the market share of Ready-to-drink Coffee with a higher rate of CAGR due to the high demand of various favored RTD coffee by the people in the region. And also, due to the rise in the retail industry, which makes it convenient for people to purchase F&B items from the nearby retail stores. For instance, investment and development in Eastern Europe are constantly growing. Poland is entering its third decade of dynamic growth with new overseas retailers and luxury brands entering the market with thirty new global brands set up operations in the country

last few years. There is a retail boom in Russia as 63 new complexes in 40 Russian cities have been completed. There is a positive attitude in Western Europe of investment in outdated shopping centers to allow retailers to expand locally.

#### Competitive Landscape:

Key players are adopting strategies such as investing in R&D, new product launches, expansion in Distribution Channel to stand out as strong competitors in the market. Global Ready-to-drink Coffee is a competitive market with the presence of various global and regional players in the market. The major players Nestlé S.A., Starbucks Corporation, Arla Foods. The Coca-Cola Company, The J.M. Smucker Company, Suntory Beverage & Food. Other key players in the market include Lotte Chilsung Beverage Co Ltd, Tres Coracoes Alimentos S.A., Dr. Pepper Snapple Group, Dunkin' Brands, and WhiteWave Foods.

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