

# **Europe Ready to Drink Coffee Beverages Market Size study, by Product Type (Cold Brew, Others) by Cream Content (Dairy- Based, Plant- Based) by Packaging (Bottles, Cans, Tetra Packs) by Distribution Channel (Supermarkets -Hypermarkets, Departmental Stores, Convenience Stores, Online Sales Channel, Others) and Country Forecasts 2022-2032**

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## **Abstracts**

Europe Ready to Drink Coffee Beverages Market is valued approximately at USD 6.74 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.91% over the forecast period 2024-2032. The market for ready-to-drink coffee beverages in Europe is gaining a lot of attention as a result of changing consumer preferences and rising convenience for ready to drink beverages. As growing numbers of individuals want for high-quality, fast caffeine hits, the market has become increasingly well-known. Key trends are increasing for specialised and premium coffee products, together with a growing interest in health-conscious options including low-sugar and functional beverages, are the main trends propelling this industry. Furthermore, cold brew and nitro coffee are becoming more and more popular, especially with younger consumers. Growth in the market is also aided by advancements in environmentally friendly packaging and the opening up of new distribution channels, like internet retail. The market for ready-to-drink coffee beverages in Europe is expected to grow as long as it can satisfy the needs of consumers who are concerned about their health and convenience.

Numerous reasons, such as the growing desire for convenience, the emergence of cafe culture, and consumers' growing health consciousness, are driving the Europe Ready-To-Drink Coffee Beverage Market. The trend towards premiumization, in which

customers are prepared to pay extra for superior, handcrafted coffee goods, is a major motivator. The demand for unusual flavours and experiences is driving this trend. But there are obstacles in the market that can prevent it from expanding. The main obstacles are rising production costs and volatile raw material prices. Barriers also include environmental concerns about packaging waste and sustainability difficulties. However, the market is expanding despite of these obstacles as innovations in the market are shifting consumer tastes.

The key countries considered for the Europe Ready To Drink Coffee Beverages market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany dominates the European Ready-To-Drink Coffee Beverages Market in terms of revenue because of its strong coffee culture and significant demand from consumers for convenient and high-quality beverage options. With a significant affinity for premium and specialty coffee products, Germany leads the industry. Strong distribution networks throughout the nation, including sizable retail and internet channels, aid in the expansion of the business. Furthermore, the demand for low-calorie and useful RTD coffee beverages is increased by the move towards healthier lives. Poland, meantime, is becoming the nation with the fastest rate of growth due to factors including increased urbanisation, rising disposable incomes, and a middle class that is becoming more and more interested in Western consumer trends. The fast expansion of this area is partly attributed to innovations in product offers and packaging that suits regional tastes.

Major market player included in this report are:

Nestle SA

Coca Cola Company

Starbucks Corporation

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Product Type

Cold Brew

Others

**By Cream Content**

Dairy- Based

Plant- Based

**By Packaging**

Bottles

Cans

Tetra Packs

**By Distribution Channel**

Supermarkets- Hypermarkets

Departmental Stores

Convenience Stores

Online Sales Channel

Others

**By Region:**

Europe

UK

Germany

France

Spain

Italy

ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates &amp; Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

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