

# JDE Peet's BV in Hot Drinks (World)

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## Abstracts

JDE Peet's is the second largest hot drinks company in the world with a strong presence in the coffee market, but latest investments in its Ti Ora and Of?ay brands could lead to new opportunities in tea. Developing and emerging markets are key growth areas for the group, where coffee demand has been increasing. However, developed markets in Europe and North America still show significant growth, as consumers' demand for single-serve and fresh coffee beans is on the rise.

Euromonitor International's JDE Peet's BV in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Coffee, Other Hot Drinks, Tea.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Scope of the Report  
Introduction  
State of Play  
Exposure to Future Growth  
Competitive Positioning  
Coffee  
Tea  
Key Findings  
Appendix

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