

# RTD Coffee in India

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## Abstracts

RTD coffee remained negligible in India in 2020. Nestl? and Tata Starbucks launched RTD coffee products in India in the latter part of the review period, but these failed to gain traction. The growing popularity of cold coffee in restaurants and caf?s is, however, encouraging companies to introduce RTD coffee products. Nestl?'s RTD coffee portfolio includes hazelnut, intense coffee and chilled latte variants. In August 2018, Nestl? and Starbucks agreed a deal to grant the Swiss multinational per...

Euromonitor International's RTD Coffee in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2015-2019), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

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

## Why buy this report?

Get a detailed picture of the RTD Coffee 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.

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