

RTD Coffee in Russia

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Abstracts

The significant reduction in opportunities for impulse purchases and on-the-go consumption as a result of the COVID-19 pandemic had a considerable negative impact on sales of RTD coffee in 2020. While home seclusion and more people engaged in remote working created potential for at-home consumption, many consumers preferred home-brewed coffee to RTD coffee because it is widely perceived to be fresher and to provide a more authentic taste. RTD coffee's relatively high average unit price also unde...

Euromonitor International's RTD Coffee in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), 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 2026 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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