

Germany Iced/Rtd Coffee Drinks Category Profile - 2015

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Summary

A competitively priced comprehensive overview of the Iced Coffee market.

Key Findings

Why was the report written?

Available in over 80 country combinations the 2015 Iced Coffee Category Profile reports provide a comprehensive overview of the Iced Coffee markets. Compiled from Canadean's Global Soft Drinks report series, the reports offer a cost effective way of quickly gaining an understanding of industry dynamics and structure.

What is the current market landscape and what is changing?

The Iced Coffee Category Profiles report series provides an analysis of category trends in the current landscape - looking at both the key current and emerging trends.

What are the key drivers behind recent market changes?

The Iced Coffee Category Profiles report series provide an analysis of the drivers behind category performance in the respective markets, covering for example the impact of the economic environment, rising/falling consumer disposable income levels, pricing challenges, environmental issues etc.

What makes this report unique and essential to read?

The Iced Coffee Category Profile reports 2015 comprise of data tables, charts and supporting text. The reports are compiled from Canadean's extensive global soft drinks databases which are researched individually by country using our specialist researchers 'on the ground'. The Iced Coffee Category Profile reports provide an invaluable guide to latest trends.

Synopsis

Data includes consumption volumes (million litres and litres per capita) from 2009 to 2014 plus forecasts to 2018.

Percentage markets shares are provided including segmentation data, packaging data and distribution 2013 and 2014 actuals, plus 2015 forecasts.

Leading companies' market shares for 2012, 2013 and 2014 are provided.

Where applicable, new products in 2014 are identified.

Supporting text includes commentary on current and emerging trends, segmentation, packaging, distribution, pricing/valuation and where applicable, functional products and private label.

Reasons To Buy

The Germany Iced Coffee Category Profile 2015 from Canadean provides a comprehensive overview of the Iced Coffee market in Germany.

Category profile is a cost effective way of quickly gaining an understanding of the dynamics and structure of the market.

Available in over 80 country category combinations, making them ideal for comparisons between markets/categories.

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COMPANIES MENTIONED

Leading companies within Packaged Water categories

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