

# Europe Ready to Drink Tea and Coffee Market Analysis (2018-2024)

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## Abstracts

The Europe Ready to Drink Tea and Coffee Market would witness market growth of 8.6% CAGR during the forecast period (2018 – 2024).

The Ready to Drink (RTD) tea and Ready to Drink coffee are the sub group of soft drinks, however, these drinks differs in the functions. The market for Ready to drink tea and Ready to drink coffee is witnessing significant growth. Various types of RTD tea and RTD coffee products have been introduced to meet wide range of customers, spread across geographies. Various nutraceutical ingredients are being added to enhance the product offerings.

Europe is among the large coffee markets, and it holds a significant market share within the global ready to drink coffee and tea consumption market. Though the consumption of such drink would stabilise in the long term, Europe would still be an attractive market to explore. The western European countries and Poland are among the major European tea markets, and these regions have a strong tea tradition.

Based on product type, the market is segmented into Ready to Drink Tea and Ready to Drink Coffee. Based on packaging type, the market is segmented into Canned Packaging, Glass Bottle Packaging, PET Bottle Packaging, and Others Packaging. The Price Range segment covers, Premium, Regular, Fountain, and Others. Furthermore, the major distribution channel are covered in the report are Convenience Store, Supermarket/Hypermarket, Food Service, and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include The Coca-Cola Company, PepsiCo Inc., Pokka

Corporation, Nestle S.A., Lucozade Ribena Suntory, Arizona Beverage Company, Danone SA, Monster Beverage Corporation, Starbucks Corporation, and Unilever.

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