

Hot Drinks in Europe



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SUMMARY

Hot Drinks in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the Europe hot drinks market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

The hot drinks market consists of the retail sales of coffee, tea and other hot drinks (including chocolate-based hot drinks, malt-based hot drinks and other). The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using 2015 annual average exchange rates.

- The European hot drinks market generated total revenues of \$53,323.8m in 2015, representing a compound annual growth rate (CAGR) of 2.8% between 2011 and 2015.
- Market consumption volume increased with a CAGR of 1.9% between 2011 and 2015, to reach a total of 2,686.8 million kilograms in 2015.
- Countries such as France and Italy, with a well-established 'coffee culture' drive up demand for coffee; however, it is the more lucrative segment in most other European countries as well.

SCOPE

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the hot drinks market in Europe
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the hot drinks market in Europe
- Leading company profiles reveal details of key hot drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Europe hot drinks market with five year forecasts by both value and volume

REASONS TO BUY

- What was the size of the Europe hot drinks market by value in 2015?
- What will be the size of the Europe hot drinks market in 2020?

- What factors are affecting the strength of competition in the Europe hot drinks market?
- How has the market performed over the last five years?
- Who are the top competitors in Europe's hot drinks market?

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COMPANIES MENTIONED

Douwe Egberts
Mondelez International, Inc.
Nestle S.A.
Unilever

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