

# Europe Ready to Drink Coffee - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

<https://marketpublishers.com/r/EAC726A4E62FEN.html>

Date: July 2024

Pages: 244

Price: US\$ 4,750.00 (Single User License)

ID: EAC726A4E62FEN

## Abstracts

The Europe Ready to Drink Coffee Market size is estimated at 2.6 billion USD in 2024, and is expected to reach 4.09 billion USD by 2030, growing at a CAGR of 7.86% during the forecast period (2024-2030).

Growing demand for convenience products is supporting the market growth

The RTD coffee segment in Europe registered a CAGR of 6.9% in 2023 compared to 2021. The RTD coffee market in the region is driven by the rising demand for convenience products, owing to the hectic work schedules of consumers. Additionally, ready-to-drink coffee, being an excellent source of instant energy, is becoming popular among youngsters and the middle-aged working population.

Europe is one of the world's largest coffee consumers, with coffeehouses and cafes serving as popular socializing hubs in almost every city. Italy, the birthplace of the espresso, boasts an array of iconic coffee establishments, while the United Kingdom, Vienna, Austria, is famed for its traditional Viennese coffeehouses, cherished for their historic ambiance. In 2022, more than 42% of consumers in the United Kingdom consumed RTD coffee more than once a week.

RTD cold brew holds the major segment in the market. During the study period, it registered a CAGR of 9.5% by value from 2020 to 2023. The escalating consumer base switching from the consumption of carbonated beverages to coffee is driving the cold brew market. Cold brew is less acidic compared to hot drip, and espresso and offers a

refreshing aroma and taste.

RTD iced coffee is the fastest growing in the market. The sales value of RTD iced coffee in the region is anticipated to grow by 21.1% in 2028 compared to 2023. The growth will be attributed to the growing demand for iced coffee among millennials and the younger Generation Z, which will be driving demand for iced coffee, as they are more willing to explore new coffee varieties and flavors.

Rising demand for convenient and healthy RTD beverages driving their purchasing trend in the market

The European RTD coffee market holds significant global prominence, with sales witnessing a value-based CAGR of 7.00% during 2020-2023. This growth was primarily fueled by robust coffee consumption. In 2021, Europe's coffee consumption accounted for 32% of the global total. The region has witnessed a surge in RTD coffee product launches, with brands introducing a diverse range of flavors. Key players in the European RTD coffee market include Starbucks, Lavazza, Coca-Cola Company, and Emmi Group.

Within Europe, Germany stands out as the dominant market, driven by a rising trend of health-conscious consumers seeking RTD coffee options with lower sugar and milk content, often brewed with functional ingredients like protein and vitamins. Germany has around 8.5 million diagnosed cases of diabetes, with an estimated 2 million undiagnosed cases. Rising health awareness is leading consumers to opt for low-sugar and low-calorie products, aiming to mitigate risks associated with excessive sugar consumption, such as diabetes, high blood pressure, inflammation, weight gain, and fatty liver disease. Among RTD coffee variants, cold brew is witnessing the highest growth and is projected to record a volume-based CAGR of 6.59% over 2024-2030. Its popularity stems from its less acidic taste and the slow brewing process, resulting in a bold flavor profile.

Russia is emerging as the fastest-growing European market for RTD coffee, with a projected volume-based CAGR of 9.61% over 2024-2030. This growth is primarily driven by the rising demand for convenient beverages, including RTD coffee, among the millennial and Gen-Z demographics, who seek time-efficient options in their busy lifestyles. As of 2021-22, around 59% of Russia's population above the age of 15 was employed.

## Europe Ready to Drink Coffee Market Trends

The ease of consumption is the key factor driving the increasing sales of RTD coffee in the market

The growing consumer demand for traceability and transparency in the value chain, as well as the growth in digital marketplaces, has intensified direct trade between producers and European roasters.

Packaging is considered as one of the most important product attributes for RTD coffee products, which determines the likelihood of purchasing.

RTD coffee retailers are often focused on optimizing their supply chain management and engage themselves to introduce new product lines or packaging options to provide consumers with more choices at different price points.

RTD coffee holds a significant place in United Kingdom market and is widely consumed as a popular beverages, particularly in as a replacement of hot coffee.

## Europe Ready to Drink Coffee Industry Overview

The Europe Ready to Drink Coffee Market is moderately consolidated, with the top five companies occupying 42.88%. The major players in this market are Arla Foods amba, Emmi AG, Luigi Lavazza S.p.A., Nestle S.A. and The Coca-Cola Company (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

## Contents

### **1 EXECUTIVE SUMMARY & KEY FINDINGS**

### **2 REPORT OFFERS**

### **3 INTRODUCTION**

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

### **4 KEY INDUSTRY TRENDS**

4.1 Consumer Buying Behaviour

4.2 Innovations

4.3 Brand Share Analysis

4.4 Regulatory Framework

### **5 MARKET SEGMENTATION (INCLUDES MARKET SIZE IN VALUE IN USD AND VOLUME, FORECASTS UP TO 2030 AND ANALYSIS OF GROWTH PROSPECTS)**

5.1 Soft Drink Type

5.1.1 Cold Brew Coffee

5.1.2 Iced coffee

5.1.3 Other RTD Coffee

5.2 Packaging Type

5.2.1 Aseptic packages

5.2.2 Glass Bottles

5.2.3 Metal Can

5.2.4 PET Bottles

5.3 Distribution Channel

5.3.1 Off-trade

5.3.1.1 Convenience Stores

5.3.1.2 Online Retail

5.3.1.3 Specialty Stores

5.3.1.4 Supermarket/Hypermarket

5.3.1.5 Others

5.3.2 On-trade

## 5.4 Country

5.4.1 Belgium

5.4.2 France

5.4.3 Germany

5.4.4 Italy

5.4.5 Netherlands

5.4.6 Russia

5.4.7 Spain

5.4.8 Turkey

5.4.9 United Kingdom

5.4.10 Rest of Europe

## 6 COMPETITIVE LANDSCAPE

6.1 Key Strategic Moves

6.2 Market Share Analysis

6.3 Company Landscape

6.4 Company Profiles

6.4.1 Arla Foods amba

6.4.2 Britvic PLC

6.4.3 Crediton Dairy Ltd

6.4.4 Emmi AG

6.4.5 illycaff? S.p.A.

6.4.6 Luigi Lavazza S.p.A.

6.4.7 Nestle S.A.

6.4.8 PepsiCo, Inc.

6.4.9 Rauch Fruchts?fte GmbH & Co OG

6.4.10 Sodiaal Union

6.4.11 The Coca-Cola Company

6.4.12 The Fayrefield Group Limited

## 7 KEY STRATEGIC QUESTIONS FOR SOFT DRINK CEOS

## 8 APPENDIX

8.1 Global Overview

8.1.1 Overview

8.1.2 Porter's Five Forces Framework

8.1.3 Market Dynamics (DROs)

- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

## I would like to order

Product name: Europe Ready to Drink Coffee - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

Product link: <https://marketpublishers.com/r/EAC726A4E62FEN.html>

Price: US\$ 4,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EAC726A4E62FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

