

# **RTD Coffee in Spain**

December 2023

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# RTD Coffee in Spain - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Plenty of innovation in a dynamic category What kind of future is there for cold brew coffee? Private label performs well in a challenging operating environment

# PROSPECTS AND OPPORTUNITIES

RTD coffee still has plenty of room for growth On-trade expansion likely to be limited, given the key characteristics of RTD coffee Contextualising RTD coffee in relation to other categories

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