



# RTD Coffee in Canada

December 2023

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## RTD Coffee in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Innovations focus on health and wellness and sustainability in 2023

Innovations focus on health and wellness and sustainability drive category interest

The North American Coffee Partnership continues to lead thanks to the popular brand, Starbucks Frappuccino

#### PROSPECTS AND OPPORTUNITIES

On-trade performance will improve and premiumisation may help drive current value growth

RTD coffee continues to be made up from the off-trade over the forecast period

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