

RTD Coffee in Switzerland

January 2024

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RTD Coffee in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustained growth in 2023, thanks to revival of pre-pandemic patterns of mobility

RTD coffee sees little product innovation

Emmi maintains its strong lead

PROSPECTS AND OPPORTUNITIES

Slower growth expected, as RTD coffee approaches greater maturity

Scope for development of premium products, in light of growing competition from other types of soft drinks

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