

# RTD Coffee in the United Kingdom

November 2023

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## RTD Coffee in the United Kingdom - Category analysis

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Despite the cost-of-living crisis RTD coffee experiences strong growth, driven by convenience and affordability

Dynamic innovation in RTD coffee drives demand and boosts sales

RTD coffee brands follow the health and wellness trend by offering functional options

#### PROSPECTS AND OPPORTUNITIES

Innovation expected in plant-based RTD coffee

Flavoured milk could pose competition, as a cheaper alternative to RTD coffee

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