

RTD Coffee in the United Arab Emirates

November 2023

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RTD Coffee in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite high price, RTD coffee continues to demonstrate dynamic growth
The trend for healthier RTD coffee is emerging with limited off-trade success
Starbucks retains dominance of RTD coffee in the local market

PROSPECTS AND OPPORTUNITIES

RTD coffee to become increasingly fragmented with several strong players entering
RTD coffee brands are set to operate within one price segment
With health benefits and product variety, RTD coffee will start competing more strongly with other soft drinks

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