

# RTD Coffee in Chile

December 2023

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## RTD Coffee in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for RTD coffee continues to decline, with some brands confined to speciality stores  
Preference for high milk content and sweet products is negative driver for RTD coffee in Chile  
Popularity of iced coffee in on-trade outlets does not support the channel's demand for RTD options

#### PROSPECTS AND OPPORTUNITIES

Based on a loyal niche, RTD coffee is set to see improving demand later in forecast period  
Extended range of flavours and caffeine content could help category reach a wider audience  
Plant-based and functionality could help create demand from younger generations

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