



Euromonitor
International

RTD Coffee in Ireland

November 2025

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RTD Coffee in Ireland - Category analysis

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2025 DEVELOPMENTS

Convenience and indulgence sustain RTD coffee demand

INDUSTRY PERFORMANCE

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Consumers show rising interest in sweet, milky and functional variants

WHAT'S NEXT?

Further solid volume gains anticipated for RTD coffee in Ireland

Functionality and sustainability as key innovation drivers

Category to witness more players enter the competition

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Health trends drives volume growth in soft drinks in 2025

Consumers shift towards functional options, benefiting energy and sports drinks

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WHAT'S NEXT?

Health, convenience and innovation as key growth drivers for forecast period

Shift away from alcohol set to further boost soft drinks sales

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