



RTD Coffee in Canada

November 2025

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RTD Coffee in Canada - Category analysis

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2025 DEVELOPMENTS

Inflation pressure weighs on RTD coffee volumes despite resilient coffee culture

INDUSTRY PERFORMANCE

RTD coffee struggles to maintain momentum after the inflation shock

Cold coffee trends and younger consumers provide some support

WHAT'S NEXT?

Healthy growth expected, supported by strong coffee culture and innovation

Functional benefits and sustainability emerge as key areas of differentiation

Sugar reduction, labelling changes and health perceptions influence future demand

COMPETITIVE LANDSCAPE

Coffee shop brands dominate RTD coffee through strategic partnerships

Premium cold brew and niche players add breadth to the category

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Soft Drinks in Canada - Industry Overview

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Soft drinks adjust to shifting health priorities, economic caution and changing consumption behaviour

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Health and wellness expectations reshape category dynamics

Premiumisation and affordable indulgence gain relevance in a cautious economic climate

Customisation and home beverage making expand, challenging ready-to-drink formats

WHAT'S NEXT?

Soft drinks forecast to maintain modest value growth amid constrained volume gains

Health priorities and functional positioning to intensify across categories

Regulatory shifts and ingredient pressures to influence product strategy

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Category leaders diversify portfolios while adjusting to shifting distribution agreements

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