



RTD Coffee in Australia

November 2025

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RTD Coffee in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee providing flexible caffeine consumption

INDUSTRY PERFORMANCE

Younger demographics play key role in growth

RTD coffee maintaining strong growth driven by new brands and products entering the market

WHAT'S NEXT?

Consumer demand for flexible beverage choice to support growth of RTD coffee

RTD coffee to face challenge from multitude of rival coffee beverage options

Sustainability to remain in focus in terms of ethical sourcing and environmentally friendly packaging

COMPETITIVE LANDSCAPE

Boss stays out in front despite new entrants looking to shake up competitive landscape

First Press Coffee extends offer

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COUNTRY REPORTS DISCLAIMER

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Persistent economic challenges

Functional beverages and health need states drive premium growth

Working to add value

WHAT'S NEXT?

Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation

Ongoing expansion of e-commerce

COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player

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