



Euromonitor
International

RTD Coffee in the US

December 2025

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RTD Coffee in the US - Category analysis

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2025 DEVELOPMENTS

RTD coffee faces challenges amid key beverage trends

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Diverse offer and presence of RTD coffee in beverages

Cold brew offers growth opportunities

WHAT'S NEXT?

New profiles to improve positioning

Beanless and other innovative formulations can add dynamism

Serious risk of disruption for RTD coffee

COMPETITIVE LANDSCAPE

The leading player tries to respond to challenges

La Colombe continues to gain retail space for a wider and more dynamic offer

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Functional beverages witness rapid transformation

Affordability remains a key concern

Slower but significant new product development

WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends

Players to invest in innovation and marketing to gain a competitive edge

Climatic imprint on soft drinks

COMPETITIVE LANDSCAPE

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