



**Euromonitor
International**

RTD Coffee in the US

December 2025

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RTD Coffee in the US - Category analysis

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RTD coffee faces challenges amid key beverage trends

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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

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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

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