

# RTD Coffee in Switzerland

January 2024

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## RTD Coffee in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustained growth in 2023, thanks to revival of pre-pandemic patterns of mobility

RTD coffee sees little product innovation

Emmi maintains its strong lead

#### PROSPECTS AND OPPORTUNITIES

Slower growth expected, as RTD coffee approaches greater maturity

Scope for development of premium products, in light of growing competition from other types of soft drinks

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