# Ready to Drink Coffee in the United Kingdom

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There have been huge developments to RTD (ready to drink) coffee over the last few years, sparking consumer interest through innovation in terms of packaging and the product itself, capitalising upon the convenience trend and the demand for a boost.Â  With busy lifestyles consumers are looking for something more "adult" than an energy drink, resulting in rapid development.

## COMPETITIVE LANDSCAPE

Starbucks Coffee Co UK Ltd and Emmi AG continued to be the leading players in the RTD coffee category, recording a combined off-trade value share of 97% in 2012. However, Emmi leads in off-trade volume terms, with a 51% share in 2012, whilst Starbucks leads in off-trade value terms with a 52% share. Emmi leads in volume terms because it benefits from a wider distribution network that covers the UK.

## PROSPECTS

With an increasing number of new entrants and an expanding consumer base, the RTD coffee category is expected to continue to post a positive off-trade constant value performance over the forecast period, with sales set to rise at a CAGR of 7%. However, it is expected that the average unit price will decline during the forecast period due to the increased number of SKUs and private label products. Off-trade volume sales are expected to rise at a CAGR of 11% in the forecast period.

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