



Euromonitor
International

RTD Coffee in Spain

November 2025

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RTD Coffee in Spain - Category analysis

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RTD coffee continues to rise as innovation and plant-based formats broaden appeal

INDUSTRY PERFORMANCE

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Innovative formats target premium segment and young Spaniards

WHAT'S NEXT?

Innovation and sustainability set to drive growth

Speciality coffee and functionality lead the way

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Channel diversity and affordability have key impact

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Further rises anticipated for volume sales in soft drinks

Private label set to expand

Innovation will lead to greater fragmentation in competitive landscape

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Mercadona maintains overall leadership while Coca-Cola sees success through iconic brands and persistent innovation

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