



**Euromonitor
International**

RTD Coffee in the United Kingdom

November 2025

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RTD Coffee in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 PERFORMANCE

Another strong year for RTD coffee

INDUSTRY PERFORMANCE

RTD coffee the standout soft drinks category with growth fuelled by innovation

Promotions help push volume sales

WHAT'S NEXT?

RTD coffee still full of potential

Social media and e-commerce set the pace for innovation

RTD coffee is evolving through a focus on health, functionality, and sustainability

COMPETITIVE LANDSCAPE

Starbucks sets the pace with new products that tap into new trends

Competition heats up but not all players are winners

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Supermarkets and hypermarkets dominate sales with a broad range of products

Forecourt retailers meet the needs of busy travellers and commuters as e-commerce taps into the convenience trend

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Soft Drinks in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Sales of soft drinks rise in 2025 with the focus on health and affordability

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INDUSTRY PERFORMANCE

Ongoing price pressures push players to innovate to maintain demand

Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

WHAT'S NEXT?

New product development and innovation likely to remain key growth drivers

Players set to lean on digital technology in a rapidly evolving market

New and forthcoming regulation set to impact company strategies within soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio

Monster Energy thriving while smaller players gain prominence in niche areas of the market

CHANNELS

Affordability remains a key issue as supermarkets and hypermarkets dominate sales

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