



RTD Coffee in the US

December 2025

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RTD Coffee in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee faces challenges amid key beverage trends

INDUSTRY PERFORMANCE

Diverse offer and presence of RTD coffee in beverages

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

La Colombe continues to gain retail space for a wider and more dynamic offer

CHANNELS

Convenience plays a key role in the choice of distribution channel

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[Soft Drinks in the US - Industry Overview](#)

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Premiumisation and caution visible in soft drinks in the US

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Climatic imprint on soft drinks

COMPETITIVE LANDSCAPE

The leading player innovates and premiumises its offer to stay ahead

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