

# RTD Coffee in the United Arab Emirates

November 2023

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## RTD Coffee in the United Arab Emirates - Category analysis

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#### 2023 DEVELOPMENTS

Despite high price, RTD coffee continues to demonstrate dynamic growth

The trend for healthier RTD coffee is emerging with limited off-trade success

Starbucks retains dominance of RTD coffee in the local market

#### PROSPECTS AND OPPORTUNITIES

RTD coffee to become increasingly fragmented with several strong players entering

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With health benefits and product variety, RTD coffee will start competing more strongly with other soft drinks

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