
Description: Ready to Drink (RTD) is a recently developed concept wherein the beverage is sold in a convenient, directly consumable form. The importance of these products can be understood in their market valuations, which often run into billions of dollars. In 2014, the market was valued at $XX billion and is expected to grow at a CAGR of XX% and mature into a $XX billion by 2020.

The success of the RTD format is dependent on various complimentary and fundamental factors; such as a certain sense of cognitive connect with the products and their availability. The instant nature and convenience offered by them are also cited as important drivers. The product nature makes it a highly trend driven market and as such a certain element of 'newness' is constantly demanded. These factors of perception make it a constantly evolving market in terms of flavors and presentation.

With regard to the major access points, iced products with longer shelf life provide major opportunities along with liquid coffee concentrates and frozen concentrates. The latter products hold importance with bulk buyers such as restaurants and offices. The other constrain for the market is in adapting to regional tastes and preferences. Consumers from nations having a strong habit of hot or freshly ground coffee take a considerable time and reluctance in adapting to the new tastes. Extensive marketing and use of locally sourced products are essential in countering this perception.

Considering the volume dependent nature of the market, availability of the products is a major market determinant. This factor is further amplified in the case of emerging countries, which lack a fully developed distribution network. The supermarket shelves and vending machines gain prominence in this regard. Both these access point make soft drink manufacturers, the ideal distribution partners, the dominant market players. This phenomenon can be clearly observed in the long-standing partnership between PepsiCo and Starbucks. Despite the portfolio strength of Starbucks, the distribution network offered by Pepsi is crucial for an adequate market penetration. This distribution related facet of the industry offers a significant challenge to new and small players.

The ingredients base covers many products such as Taurine, Guarana, Yerba Mate, Ginseng, Vitamin B, and Acai Berry. The nature of the product offers scope for a much larger and innovative ingredient base. Convenience stores, supermarkets and mass sellers are the major sales and distribution networks. On the basis of geography North America and Europe occupy pioneering and dominant market positions. The emerging markets of Asia-Pacific and South America present a very high volume potential. The major players of the region include Cargill, Starbucks Corporation, Asahi Group Holdings, Ajinomoto General Foods Inc.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Global RTD Coffee Market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their share of markets.
- Identification and analysis of the Macro and Micro factors that affect the Global RTD Coffee market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents: 1. INTRODUCTION
1.1 Research Methodology
1.2 Definition of the Market
1.3 Report Description

2. KEY FINDINGS OF THE STUDY

3. MARKET DYNAMICS

3.1 Drivers
   3.1.1 Rising income in developing countries
   3.1.2 Increasing trend of health awareness
   3.1.3 Combination of RTD Coffee with energy drinks

3.2 Constraints
   3.2.1 Increasing cost of raw materials
   3.2.2 Rising consumption of freshly ground coffee

3.3 Opportunities
   3.3.1 Targeting new consumer

3.4 Porter's Five Forces Analysis
   3.4.1 Bargaining Power of Suppliers
   3.4.2 Bargaining Power of Buyers
   3.4.3 Threat of New Entrants
   3.4.4 Threat of Substitute Products and Services
   3.4.5 Degree of Competition

4. MARKET SEGMENTATION

4.1 By Ingredients Type
   4.1.1 Taurine
   4.1.2 Guarana
   4.1.3 Yerba Mate
   4.1.4 Ginseng
   4.1.5 Vitamin B
   4.1.6 Acai Berry
   4.1.7 Others

4.2 By Packaging
   4.2.1 Bottles (Glass & pet)
4.2.2 Can
4.2.3 Others

4.3 By Sales Channel
4.3.1 Convenience stores
4.3.2 Supermarkets/hypermarkets
4.3.3 Mass merchandisers
4.3.4 Drug stores
4.3.5 Food services/ Sports nutrition chain
4.3.6 Vending
4.3.7 others

4.4 By Geography
4.4.1 North America
   4.4.1.1 U.S.
   4.4.1.2 Canada
   4.4.1.3 Mexico
   4.4.1.4 Others

4.4.2 Europe
   4.4.2.1 Spain
   4.4.2.2 U.K.
   4.4.2.3 France
   4.4.2.4 Germany
   4.4.2.5 Russia
   4.4.2.6 Italy
   4.4.2.7 Others

4.4.3 Asia-Pacific
   4.4.3.1 China
   4.4.3.2 Japan
   4.4.3.3 India
   4.4.3.4 Australia
   4.4.3.5 Others

4.4.4 South America
   4.4.4.1 Brazil
4.4.4.2 Argentina
4.4.4.3 Others

4.4.5 Africa
4.4.5.1 South Africa
4.4.5.2 Others

5 Competitive Landscape
5.1 Mergers & Acquisitions
5.2 Joint Ventures
5.3 New Product Launches
5.4 Most active companies in the past five years
5.5 Market Share Analysis

6 Company Profiles
6.1 Cargill
6.2 Starbucks Corporation
6.3 Asahi Group Holdings Ltd
6.4 Ajinomoto General Foods Inc
6.5 Dunkin' Brands Group
6.6 Green mountain Coffee roasters
6.7 Ferolito Vultaggio & Sons
6.8 Dr. Pepper Snapple Group
6.9 Japan Tobacco Inc
6.10 Lotte Chilsung Beverage Co
6.11 Monster Beverage Co
6.12 Pokka Group
6.13 Pepsico Inc.
6.14 San Benedetto
6.15 Coco-Cola Company

7. Appendix
7.1 Abbreviations
7.2 Sources
7.3 Bibliography
7.4 Disclaimer

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3781745/](http://www.researchandmarkets.com/reports/3781745/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3781745/
Office Code: SCBR452A

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single User</td>
<td>Electronic (PDF)</td>
<td>USD 4250</td>
</tr>
<tr>
<td>1 - 5 Users</td>
<td>Electronic (PDF)</td>
<td>USD 4500</td>
</tr>
<tr>
<td>Enterpriseswide</td>
<td>Electronic (PDF)</td>
<td>USD 8750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________________________ Last Name: ________________________________________
Email Address: * _______________________________________
Job Title: ____________________________________________
Organisation: __________________________________________
Address: ______________________________________________
City: _________________________________________________
Postal / Zip Code: _____________________________________
Country: ______________________________________________
Phone Number: __________________________________________
Fax Number: ___________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World