

Rtds in China

Market Direction | 2022-06-24 | 22 pages | Euromonitor

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Report description:

In 2021, total volume sales of RTDs saw another year of double-digit growth, driven by consumption by younger consumers of legal purchasing age, female consumers' preferences in alcoholic beverages, consumer perceptions of RTD beverages, and the resumption of operations of night clubs, bars, restaurants, etc. Strong growth was reflected in both the off-trade and on-trade channels. Consumers, and particularly the female population rather than males, prefer sweet alcoholic drinks, and RTDs, with a...

Euromonitor International's RTDs in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTDs market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Rtds in China
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List Of Contents And Tables

RTDS IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

RTDs records strong volume growth

While Rio still dominates, other players bring in new perspectives and product ideas

PROSPECTS AND OPPORTUNITIES

RTDs has growth potential, but faces fierce competition from other low alcohol drinks

Established perceptions of RTDs could potentially limit off-trade retail volume sales

CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2016-2021

Table 2 Sales of RTDs by Category: Total Value 2016-2021

Table 3 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 4 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 10 NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 11 LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 12 Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 13 Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

ALCOHOLIC DRINKS IN CHINA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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Table 16 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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