

Rtds in South Africa

Market Direction | 2022-06-28 | 27 pages | Euromonitor

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Report description:

Following global trends, hard seltzers began to gain traction in 2021, particularly vodka-based RTDs, driven by a number of factors. First, RTDs witnessed strong growth in 2021 following greater demand for products which offered convenient packaging and consumption occasions. For instance, Smirnoff Spin witnessed an uptick in demand, as it provided a product which requires no preparation and has an acceptable flavour profile to most consumers. This type of product also comes in ideal packaging,...

Euromonitor International's RTDs in South Africa 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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Female-focused innovation results in new packaging for wine-based RTDs

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