

Rtds in Belgium

Market Direction | 2022-07-07 | 27 pages | Euromonitor

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Report description:

RTDs have a strong appeal among younger generations who want to try alcoholic drinks that often combine sweet flavours in a convenient format. After declining for most of the review period, volume sales of RTDs received a welcome boost in 2021 as the on-trade reopened and socialising returned for some of the year. The off-trade also saw strong growth in 2021 with the launch of hard seltzers boosting interest in the category. However, sales of hard seltzers are not proving as successful as manufa...

Euromonitor International's RTDs in Belgium 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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