

Rtds in Chile

Market Direction | 2022-06-29 | 25 pages | Euromonitor

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Report description:

Prior to the pandemic, local consumers would visit on-trade establishments such as nightclubs, bars and restaurants and request their favourite cocktail. Following the closure of the on-trade channel for a number of months due to the restrictions implemented during the pandemic, consumers identified RTDs as an alternative to their mixology needs. With many SKUs packaged in small formats, RTDs are perceived as more hygienic, and have the correct dosage for a single serving, instead of having to o...

Euromonitor International's RTDs in Chile 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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