

Rtds in Ecuador

Market Direction | 2022-06-24 | 23 pages | Euromonitor

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Report description:

Younger consumers, such as millennials and centennials, are constantly migrating to the consumption of drinks with a lower alcohol content. This development is not a result of increased health concern (which is a niche topic in Ecuador), but is mostly due to flavour and price. Consumers look for drinks that can be more easily drunk and have innovative flavours and colours. Also, as RTDs have a lower alcoholic content, they offer lower prices than spirits.

Euromonitor International's RTDs in Ecuador 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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RTDS IN ECUADOR

KEY DATA FINDINGS

2021 DEVELOPMENTS

Younger consumers drive category growth in 2021
Channels have different leaders, but Azende Corp is the overall leader
Sangria gaining ground in the modern channel

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Tax reform will benefit RTDs
E-commerce development expected, but sales will remain low
Growth driven by constant innovation and younger consumers

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ALCOHOLIC DRINKS IN ECUADOR

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture
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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

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