

Rtds in Hungary

Market Direction | 2022-07-08 | 27 pages | Euromonitor

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Report description:

With the forced closure of the hospitality sector in the first half of 2021, and the restriction on music/dance events remaining in effect for the rest of the year, young party-goers had to alter their habits and organise small-scale house parties instead of going out. RTDs remained a popular, convenient choice for such home parties. It is also an attractive option for occasional drinkers or home consumption, especially for women or young people who looked for a light but indulging option. RTDs...

Euromonitor International's RTDs in Hungary 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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Hard seltzers break into the Hungarian market in 2021

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