

## **Rtds in Italy**

Market Direction | 2022-06-29 | 31 pages | Euromonitor

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### **Report description:**

RTDs rebounded strongly in on-trade volume sales terms in 2021, following a steep decline in 2020, due to the exigencies of the Coronavirus (COVID-19) crisis. As lockdown and other restrictions eased and local consumers returned towards pre-pandemic levels of social and work activity outside of the home, the on-trade consumption of RTDs increased once more. However, this stimulated a related slowdown in off-trade growth, with consumers spending less time at home than in 2020, but remaining cauti...

Euromonitor International's RTDs in Italy 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.

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