

**Rtds in Mexico**

Market Direction | 2022-06-28 | 27 pages | Euromonitor

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**Report description:**

In 2021, the offer of hard seltzers increased considerably. Major spirits brands such as Jose Cuervo and Jimador are now offering their own hard seltzers. Moreover, other players, such as Caribe Cooler, which is amongst the leaders in RTDs, have also launched hard seltzers. Compared to other RTDs, hard seltzers products stand out for their lower alcohol content and lower number of calories. As a result, they are more compatible with the prominent shift in consumer attitudes to alcohol consumptio...

Euromonitor International's RTDs in Mexico 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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Hard seltzers gain relevance in RTDs

COVID-19 continues to impact sales of RTDs

Casa Herradura retains lead, while Corona enters the RTDs market with Agua Rifada

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Health and wellness awareness to support the growth of hard seltzers

Further recovery of foodservice, while budget-consciousness may stimulate interest

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