

Rtds in the Philippines

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Report description:

The return to growth of spirit-based RTDs was key to the recovery of RTDs in 2021 as wine-based RTDs continued to decline in popularity. Within spirit-based RTDs, AB Heineken Philippines maintained strong distribution for its leading Tanduay Ice brand in modern retail channels, which enabled the brand to register growth in 2021 after heavy losses in 2020. Beyond achieving strong distribution in modern retailers, the company is also now promoting the brand through the company's e-commerce site Dr...

Euromonitor International's RTDs in Philippines 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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On-trade strengthens in 2021 but recovery is modest

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