

Rtds in Slovenia

Market Direction | 2022-07-12 | 24 pages | Euromonitor

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Report description:

In 2021, RTDs recorded solid volume sales growth, both on-trade and off-trade. This can be attributed to the changing habits of Slovenian consumers during the COVID-19 pandemic. Pre-mixed cocktails in cans rose in popularity during the pandemic when horeca establishments were closed and consumers could not enjoy cocktails at bars and restaurants. A wide range of new product developments has been seen across the category, as established brands in spirits have been developing RTD versions of their...

Euromonitor International's RTDs in Slovenia 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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Wine-based RTDs sees a slowdown after a period of innovative product launches

Pivovarna Lasko Union maintains significant lead in an otherwise fragmented category

PROSPECTS AND OPPORTUNITIES

Recovery of on-trade channels will reignite RTD sales over the forecast period

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