

Rtds in Kenya

Market Direction | 2022-07-28 | 22 pages | Euromonitor

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Report description:

RTDs continue to witness better performance in 2021 as consumer demand recovers from the pandemic. Retail volume sales declined in both the on-trade and off-trade in 2020 as consumer budgets were squeezed and socialising was restricted. Consumers are drawn to the convenience of RTDs, which they can consume on-the-go or at home, whilst the pre-mixed content creates a convenient quick drink. Alongside the pandemic, stringent measures on drink driving imposed by the National Transport and Safety Au...

Euromonitor International's RTDs in Kenya 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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Spirit-based RTDs remain most popular among consumers

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