

## **Rtds in Latvia**

Market Direction | 2022-08-10 | 24 pages | Euromonitor

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### **Report description:**

2021 saw volume sales of RTDs increase robustly in both on-trade and off-trade terms as the category rebounded emphatically from its poor showing at the peak of the COVID-19 pandemic in 2020. However while the negative sales growth recorded in 2020 was partially reversed during 2021, the category still has a long way to go before sales returned to pre-COVID-19 levels. Nonetheless, the unusually warm summer and 2021 and the limited availability of on-trade cocktails due to ongoing COVID-19 contro...

Euromonitor International's RTDs in Latvia 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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##### 2021 DEVELOPMENTS

Strong growth for RTDs in 2021 as the category rebounds from 2020 sales declines

The arrival of Lidl set to result in growth for private label and pressure on unit prices

Non alcoholic RTDs becomes an important new trend, in line with other categories

##### PROSPECTS AND OPPORTUNITIES

E-commerce set to become more important in the distribution of RTDs

RTDs to benefit from prevailing global trends which are increasingly relevant in Latvia

Non alcoholic RTDs to gain ground as the health and wellness trend develops

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