

Rtds in Sweden

Market Direction | 2022-09-14 | 28 pages | Euromonitor

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Report description:

RTDs tends to be mainly comprised of sweet flavours which appeal to younger adults, but players have seen a gradual shift in demand in line with global trends whereby RTDs is expanding in terms of offering a greater variety of dry options such as hard seltzers or "hard soda". Demand for hard seltzers is growing fast, but it is not seeing the boom like in certain other international markets like the US. The COVID-19 may be partially behind the slower than expected development, with the convenienc...

Euromonitor International's RTDs in Sweden 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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