

Rtds in Switzerland

Market Direction | 2022-12-12 | 28 pages | Euromonitor

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Report description:

Hard seltzers is still quite a small area of alcoholic drinks in Switzerland. Nonetheless, these products are seeing strong growth, with hard seltzers typically having a lower calorie content than many other alcoholic drinks, such as beer. This makes them appealing to those looking to lose weight but who still want to enjoy alcoholic drinks. The category is still too small to drive significant changes across RTDs as a whole, although it is expected to be an important growth driver over the forec...

Euromonitor International's RTDs in Switzerland 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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Euromonitor International
December 2022

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