

Rtds in Ecuador

Market Direction | 2023-06-26 | 24 pages | Euromonitor

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Report description:

Azende Corp Cia Ltda continues to lead the RTD category in 2022 with its Switch brand. Aimed at young adults, Azende has used a strong social media campaign with a funny and fresh message to engage its audience. Switch is a well-known spirit-based RTD in Ecuador, with a low price positioning appealing to university students subsiding on small budgets. A variety of flavours are available including Bongo Bongo, Daiquiri Shark and Vodka+Passion Fruit. Switch has expanded its variety of presentation...

Euromonitor International's RTDs in Ecuador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic 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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