

Rtds in Serbia

Market Direction | 2023-06-27 | 20 pages | Euromonitor

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Report description:

As seen across alcoholic drinks in Serbia, the growth of RTDs was driven by a further recovery in on-trade volume sales in 2022. With COVID-19 fears subsiding and restrictions lifted consumers spent more time outside the home socialising and going to on-trade establishments. Busy consumers are attracted to RTDs which are seen as suitable for on-the-go consumption. Wine-based RTDs enjoys the greater volume share, but the category has suffered from a lack of variety with Di Luna Sangria accounting...

Euromonitor International's RTDs in Serbia 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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Economic pressures lead to increased price sensitivity

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