

**Rtds in the Czech Republic**

Market Direction | 2023-06-27 | 22 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

RTDs saw a return to growth in total volume terms in 2022. This growth was driven by innovations and new product launches in the market alongside the lifting of COVID-19 restrictions and the return to more active social lives, with socialising being key to sales of RTDs. While growth was mainly fuelled by a recovery in on-trade demand, sales were also supported by RTDs seeing more shelf space in retailers, as more brands competed for consumer attention. RTDs have become increasingly popular amon...

Euromonitor International's RTDs in Czech Republic 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Rtds in the Czech Republic

Euromonitor International

June 2023

### List Of Contents And Tables

#### RTDS IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

New product development helps fuel demand for RTDs

Retail e-commerce showing strong potential as consumers search for value and convenience

Manufacturers forced to look for cost savings as production costs rise

##### PROSPECTS AND OPPORTUNITIES

Players still see potential for innovation and new product development within RTDs

RTDs likely to face strong competition from cocktails and mixed drinks through the on-trade

Environmental concerns likely to have a growing influence on the production of RTDs

##### CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2017-2022

Table 2 Sales of RTDs by Category: Total Value 2017-2022

Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 10 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 11 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 12 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 13 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

#### ALCOHOLIC DRINKS IN THE CZECH REPUBLIC

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Table 17 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 18 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 19 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 26 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 27 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 28 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 29 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Rtds in the Czech Republic**

Market Direction | 2023-06-27 | 22 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-17
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)