

Rtds in India

Market Direction | 2023-10-20 | 24 pages | Euromonitor

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Report description:

During 2022, India continued to witness a growing preference for low-calorie alcoholic beverages, as well as those with a lower alcohol content. This was driven by growing levels of health-consciousness and changing lifestyles post-COVID-19. Furthermore, India boasts a young, urban population which is keen to reduce its alcohol consumption and explore beyond traditional beverage categories. To cater to this demand, brands introduced a diverse array of lower alcohol content Ready-to-Drink (RTD) o...

Euromonitor International's RTDs in India 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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Bacardi-Martini retains dominance, assisted by launch of new options

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Legal purchasing age and legal drinking age

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Drink driving

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