

Rtds in Switzerland

Market Direction | 2023-11-21 | 26 pages | Euromonitor

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Report description:

RTDs recorded strong on- and off-trade volume and current value growth in 2022. This remained one of the most innovative and a perceived young category within alcoholic drinks in Switzerland. RTDs cater to various prevailing consumer demand trends in the country, including the growing call for convenience (pre-mixed products), as well as "lighter" alcoholic drinks (lower alcohol content, more refreshing, fewer calories, etc). This was especially important in light in Swiss consumers' growing hea...

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 (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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