

Rtds in Dominican Republic

Market Direction | 2024-06-27 | 23 pages | Euromonitor

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Report description:

RTDs were the star performer in the Dominican Republic in 2023. While other alcoholic drinks registered minimal volume growth, or saw sales decline, RTDs register double-digit percentage volume growth. Volume sales are now almost on par with wine. RTDs drinks are mainly consumed by younger consumers of under 30 years-of-age, and their bright colourful packaging, lower price points and wide assortment of flavours appeals to such consumers. Their convenience, in that they are pre-prepared, is also...

Euromonitor International's RTDs in Dominican 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 (2019-2023), 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 2028 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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