

## **Rtds in Mexico**

Market Direction | 2024-06-20 | 28 pages | Euromonitor

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### **Report description:**

RTDs maintained solid total volume growth in 2023, with increases seen both on-trade and off-trade. RTDs is comprised of spirit-based and wine-based RTDs, plus other RTDs (mainly hard seltzers). It was the latter that showed the strongest total volume growth rate in the alcoholic drinks industry in 2023, although from a low base. Much of this growth was driven by the boom of hard seltzers, thanks to robust above-the-line advertising activity. This category became highly dynamic in terms of the d...

Euromonitor International's RTDs in Mexico 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.

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sales of RTDs continue escalating, driven by innovation and high advertising budgets

Sales of hard seltzers, which are perceived by consumers to be "healthier", continue growing

Caribe Cooler and Topo Chico lead sales of hard seltzers

##### PROSPECTS AND OPPORTUNITIES

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