

Rtds in Ukraine

Market Direction | 2024-07-15 | 26 pages | Euromonitor

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Report description:

RTDs witnessed a steep decline in sales in total volume terms in 2022 with only a limited recovery recoded in 2023. The weak sales performance is related to RTDs being predominantly targeted at women and younger consumers (of a legal drinking age). With an estimated 20% of the Ukrainian population having fled the country since Russia invaded, and with many of these consumers being women, this has removed a sizeable chunk of the potential customer base for RTDs. Meanwhile, many of the younger adu...

Euromonitor International's RTDs in Ukraine 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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