

Rtds in Canada

June 2023

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Rtds in Canada - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs maintain their robust growth streak

Innovation drives growth in RTDs, with a focus on other RTDs and spirit-based offerings

Functional benefits play a key role in consumers' selection of RTDs, emphasising reduced sugar and fortification

PROSPECTS AND OPPORTUNITIES

Dynamic performance expected to continue as manufacturer activities soar

On-trade channel benefits from post-pandemic socialisation boom

RTDs can capitalise on the trend towards healthier lifestyles

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Alcoholic Drinks in Canada - Industry Overview

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