

Rtds in Serbia

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs sees strong growth as consumers return to their old social habits

Innovation and new product development at the heart of RTDs

Economic pressures lead to increased price sensitivity

PROSPECTS AND OPPORTUNITIES

Bright outlook for RTDs although the two main categories are projected to see differing fortunes

Price pressure likely to limit stronger growth in RTDs

New product development expected to focus on more than just flavour extensions

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