

Rtds in Ecuador

June 2023

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Rtds in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Azende Corp Cía leads RTDs with innovative Switch brand Wine-based RTDs gain shelf space as a means to gain retail volume share RTDs are affordable options in economic climate

PROSPECTS AND OPPORTUNITIES

Constant innovation will drive growth of RTDs Traditional channel faces logistical challenges Younger generations will be key to boosting sales

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Alcoholic Drinks in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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DISCLAIMER

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