



# Rtds in the United Arab Emirates

June 2024

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## Rtds in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTDs in the United Arab Emirates represented by spirit-based options

Niche of frozen RTDs offers potential

Non alcoholic RTDs enter local market in 2023

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Competitive landscape likely to become increasingly fragmented with new players

RTDs starts to demonstrate specific claims in addition to appealing taste

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