

Rtds in Lithuania

July 2023

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Rtds in Lithuania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs losing popularity due to unhealthy image

Competition from cocktails a significant obstacle to growth

Mix finds a winning combination while its competitors struggle

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RTDs set for a further decline as interest drops

New entrants could help to build sales momentum

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Alcoholic Drinks in Lithuania - Industry Overview

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DISCLAIMER

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