

Rtds in China

July 2023

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Rtds in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Resilient off-trade channel amidst the pandemic, but challenges persist for on-trade Overseas brands of RTDs fervently compete to attract consumers' attention

PROSPECTS AND OPPORTUNITIES

Hard seltzers expected to present an opportunity for expansion in RTDs Acceptance of low alcohol RTDs gains traction amongst Chinese consumers

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Alcoholic Drinks in China - Industry Overview

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DISCLAIMER

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