

Rtds in Australia

July 2023

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Rtds in Australia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs is the fastest growing category in alcoholic drinks in total volume terms in 2022

Health and wellness trends drive growth

Cocktail in a can offerings expand in the Australian market

PROSPECTS AND OPPORTUNITIES

Growth in hard seltzers to normalise as offerings grow

Growing premiumisation in RTDs, driven by new product launches

Non alcoholic RTDs to drive innovation in the category

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2022 key trends

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