

Rtds in Spain

June 2023

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Rtds in Spain - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs continues its expansion in 2022 Key consumer trends drive the good performance of RTDs Classic flavours dominate RTDs

PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs set to grow at the fastest rate New introductions of hard seltzers set to drive relevance of other RTDs New entrants, launches, and e-commerce will maintain dynamism

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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?

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