

Rtds in France

June 2023

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2022 DEVELOPMENTS

Sales in RTDs return to normal patterns, boosted by the favourable weather in 2022

The niche of hard seltzers fails to take off

Sangria and spritz brands drive sales

PROSPECTS AND OPPORTUNITIES

Traditional spirit-based RTDs will remain the weak link of the category

Other local excise duties could deal a fatal blow to hard seltzers

Féfé x19 Fine à l'Eau, the first hard seltzer with cognac

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