

Rtds in Portugal

June 2023

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Rtds in Portugal - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs continues to see the development of its offer and a strong growth trajectory SCC's investment in hard seltzer Pure Pirana supports category performance Pernod Ricard enters RTDs

PROSPECTS AND OPPORTUNITIES

Good prospects for the development and growth of RTDs in Portugal Hard seltzers to continue to face challenges Improving penetration in the on-trade channel

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Alcoholic Drinks in Portugal - Industry Overview

EXECUTIVE SUMMARY

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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Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Summary 1 - Number of On-trade Establishments by Type 2017-2022

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DISCLAIMER

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