

Rtds in Argentina

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Hard seltzers' development outpaces other alcoholic drinks

Cepas Argentina leads RTDs with Dr Lemon, which it continues to develop

Spirit-based RTDs benefit from a wide array of new brands and the recent entry of Coca-Cola with Schweppes

PROSPECTS AND OPPORTUNITIES

Fierce competition expected following the entry of Coca-Cola Argentina

Expansion of consumer base of hard seltzers

On-trade sales will recover quickly, supported by multiple new product developments

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DISCLAIMER

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