



Rtds in Belarus

May 2021

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Rtds in Belarus - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Shift from on-trade to off-trade in 2020 due to COVID-19
Growth impacted by self-isolation, shift to smaller stores and lower disposable incomes
Local players remain dominant in sales of RTDs

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Disposable income decline will impact growth to 2022
Competition among RTDs players is expected to remain limited
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Alcoholic Drinks in Belarus - Industry Overview

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Company response
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On-trade vs off-trade split
What next for alcoholic drinks?

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Legal purchasing age and legal drinking age
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DISCLAIMER

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