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Rtds/High-Strength Premixes in Venezuela

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Abstracts

Wine-based RTDs remains by far the largest product category, with 65% of total volume sales of RTDs/high-strength premixes in 2016. The fact that products within wine-based RTDs are affordable in terms of price represents a competitive advantage in times of restricted purchasing power. In fact, demand for wine-based RTDs increased over the review period as some consumers have found in wine-based RTDs a substitute for still red wine, which saw its average unit price skyrocket as a result of fluct...

Euromonitor International's RTDs/High-Strength Premixes in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: High-Strength Premixes, RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the RTDs/High-Strength Premixes market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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