

Rtds in Belarus

<https://marketpublishers.com/r/R1AF966ADCF6EN.html>

Date: May 2021

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: R1AF966ADCF6EN

Abstracts

The migration of consumers from on-trade to off-trade in 2020 due to COVID-19 positively affected volume sales of spirit-based RTDs, the only category present in RTDs. Although there was no official lockdown in Belarus in 2020, health-cautious consumers limited their socialising outside of the home in on-trade establishments for fear of catching the virus. A shift from the on-trade to the off-trade was therefore seen and overall volume sales recorded growth during the course of the year.

Euromonitor International's RTDs in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based 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 market;

Pinpoint growth sectors and identify factors driving change;

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

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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