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Rtds in Colombia

https://marketpublishers.com/r/R826ABFD95C1EN.html
Date: June 2024
Pages: 26
Price: US$ 990.00 (Single User License)
ID: R826ABFD95C1EN

Abstracts

Although the consumption of RTDs is still small in Colombia, this is the fastest growing category within alcoholic drinks in 2023. RTDs continue to draw the attention of younger adults, not only due to the lower alcohol content and sweeter flavours, but also the visual impact of packaging and the colours of the drink itself. Likewise, with the reduction in visits to restaurants, bars, etc., home entertainment remains important, and products such as RTDs are attractive for their convenience and t...

Euromonitor International's RTDs in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic 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;

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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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Euromonitor International
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