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# Rtds in Finland

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## Abstracts

RTDs represented the best-performing category within the Finnish alcoholic drinks market in 2023, supported by ongoing new product development, as players competed to offer consumers unique offerings. With the economic situation making Finns more price sensitive, Anora Group expanded its no-fuss Pirske line of RTD alcoholic beverages with a new lime and vodka flavour, as well as introducing Leijona Masikka-Raparperi, a pink-coloured, sweet, non-carbonated RTD cocktail with strawberry, rhubarb, l...

Euromonitor International's RTDs in Finland 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

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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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Euromonitor International
June 2024

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