

Rtds in Malaysia

<https://marketpublishers.com/r/R41EC424365EN.html>

Date: June 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: R41EC424365EN

Abstracts

Wine-based RTDs was the most dynamic category in total volume terms in 2022. This was a turnaround in fortunes for a category which was in decline even before the pandemic. The category benefited from the lifting of restrictions on bars/pubs and nightclubs and resurgent demand through the foodservice channel. Some consumers were attracted to the affordability of wine-based RTDs with many households seeing their incomes squeezed due to the fallout from the pandemic the increase in the cost of liv...

Euromonitor International's RTDs in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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;

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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