

Rtds in Norway

<https://marketpublishers.com/r/RB65CA351787EN.html>

Date: June 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: RB65CA351787EN

Abstracts

2022 saw continued strong growth for RTDs. RTD cocktails and hard seltzers are gaining in popularity in Norway, with a significant substitution effect between RTDs and cider (in favour of RTDs). The products are now placed side by side on the shelves of supermarkets, reflecting the growing overlap of their consumer groups. However, the RTDs category did see growth slow down during 2022, mainly as a result of the revival of cross-border trade and international travel, as well as the shift towards...

Euromonitor International's RTDs in Norway 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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