

Rtds in Portugal

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Abstracts

RTDs continued its strong growth trend in 2022. The category benefited from producers' investments in enlarging their portfolios in wine-based and spirit-based RTDs. In particular, players launched new products, "lighter" versions of existing products and/or different flavours. They also explored the convenience aspect by offering options that could be consumed on the go or anywhere. In 2022, the category also benefited from a long, hot summer, the end of Coronavirus (COVID-19) pandemic limitati...

Euromonitor International's RTDs in Portugal 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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