

Rtds in Sweden

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Abstracts

On-trade sales of RTDs saw a strong recovery in 2022, with volumes exceeding pre-pandemic levels. Growth was boosted by the easing of COVID-19 restrictions, which encouraged more people return to bars and restaurants. RTDs are often enjoyed socially and therefore with life slowly returning to normality, this boosted on-trade sales. However, as sales returned to the on-trade this had a negative impact on off-trade volume sales, with retailers experiencing a slowdown in demand in 2022. Neverthele...

Euromonitor International's RTDs in Sweden 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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Euromonitor International
November 2023
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