

Rtds/High-Strength Premixes in India

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RTDs continued to perform well in India in 2017 thanks to consumers increasingly choosing to socialise over a drink. This trend is particularly prevalent among young adults aged between 20 and 30. Spirit-based RTDs also benefited from being seen as a healthier option than stronger spirit-based drinks. The category also witnessed the launch of new variants of Kingfisher Buzz in lychee and berry flavours from UB Group, while Radico Khaitan has recently introduced Magic Moments Electra, an RTD with...

Euromonitor International's RTDs/High-Strength Premixes in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2013-2017), 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 2022 illustrate how the market is set to change.

Product coverage: High-Strength Premixes, 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/High-Strength Premixes 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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