

RTDs and High Strength Premixes: A Growing and Increasingly Sophisticated Category

<https://marketpublishers.com/r/R08740A4F74EN.html>

Date: June 2012

Pages: 61

Price: US\$ 2,000.00 (Single User License)

ID: R08740A4F74EN

Abstracts

The recession years turned out to be a blessing in disguise for RTDs, which saw recovering sales on the back of price sensitivity, at-home consumption and a renewed focus on convenience. A resurgent demand led to investment in research and development, while shifting the focus to a more socially responsible and sustainable path for growth. The timing is right, if RTDs continue to capitalise on high margins and a lack of overtly restrictive production regulations, further growth is on the cards.

Euromonitor International's RTDs and High Strength Premixes: A Growing and Increasingly Sophisticated Category global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks 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.

Contents

RTDs and High Strength Premixes: A Growing and Increasingly Sophisticated Category
Euromonitor International
June 2012
Introduction
Momentum
Key Trends
Environment
The Marketing Mix
Strategic Role
The Importance of Packaging
Top Markets
Recommendations
Report Definitions

I would like to order

Product name: RTDs and High Strength Premixes: A Growing and Increasingly Sophisticated Category

Product link: <https://marketpublishers.com/r/R08740A4F74EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R08740A4F74EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970