

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

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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



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