

# Rtds/High-Strength Premixes in Russia

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## Abstracts

2017 saw a significant increase in the number of health-conscious Russians. According to a VCIOM poll, 40% of Russians have given up bad habits such as smoking and alcohol. In addition, the number of people participating in sporting activities rose to 31% in 2017, up from just 12% in 2016. Many young people, who are the main purchasers of these beverages, are adopting healthier lifestyles and so are moving away from RTDs.

Euromonitor International's RTDs/High-Strength Premixes in Russia 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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