

# Rtds/High-Strength Premixes in Finland

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## Abstracts

While the previous review period years only saw dropping sales, things took a turn for the better in 2017. There was media speculation in 2017 as to the effect on sales of RTDs once the new alcohol law increased the alcohol content of products sold outside state monopoly, Alko, in 2018 from 4.7% to 5.5%, allowing stronger RTDs to be sold through retailing. The media's rediscovered interest in traditional long drinks together with new launches and marketing efforts helped to turn sales growth pos...

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