

Rtds/High-Strength Premixes in Austria

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Abstracts

RTDs/high-strength premixes had a rather negative connotation in the past, as they were perceived as alcoholic drinks that attract young adolescents and many people argued these should be banned. Even though demand for such products prevailed due to the trend towards using such drinks by adults for mixing cocktails, many consumers refrained from spirit-based RTDs. Moreover, growing health awareness amongst Austrians led to an increasing tendency towards taking in less alcohol and opting for alco...

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