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Rtds/High-Strength Premixes in New Zealand

https://marketpublishers.com/r/R142DD7B761EN.html
Date: June 2018
Pages: 24
Price: US$ 990.00 (Single User License)
ID: R142DD7B761EN

Abstracts

RTDs/high-strength premixes has traditionally been one of the more innovative categories in alcoholic drinks in New Zealand, with Independent Liquor in particular known for its strong innovation pipeline, which has seen rapid turnaround times from internal conception to a product being put on sale. With the category attracting significant adverse attention from the media and consumers due to a high alcohol and sugar content, a noticeable shift towards more natural ingredients has been observed.

Euromonitor International's RTDs/High-Strength Premixes in New Zealand 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;

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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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