

Rtds/High-Strength Premixes in Portugal

<https://marketpublishers.com/r/R42F307CE1BEN.html>

Date: June 2018

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: R42F307CE1BEN

Abstracts

Despite losing some steam when compared to previous years, the gin consumption trend is still evolving and is extremely fashionable in Portugal. Beyond the direct consumption of the spirit, the gin trend also revealed local consumers' appreciation of mixing drinks, whether in their houses or in on-trade establishments. As a result, rather than purchase RTDs, consumers are starting to make their own cocktails and alcoholic mixes. While wine-based RTDs has managed to avoid this tendency, spirit-ba...

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