

Rtds/High-Strength Premixes in Uruguay

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After the initial boom in sales of spirit-based RTDs in 2011-2012, following Diageo Uruguay's launch of Smirnoff Ice, total volume sales growth stabilised at 3% for two consecutive years. In late 2014, Fábricas Nacionales de Cerveza (FNC) launched Mixx Tail Mojito, a competitively-priced rum-based RTD, followed almost immediately by a vodka-based version, Mixx Tail Caipiroska. The brand enjoyed immediate success to leap to second in RTDs/high-strength premixes in total volume sales terms in 2015...

Euromonitor International's RTDs/High-Strength Premixes in Uruguay report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), 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 2021 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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