

# **Global Alcoholic Ready-To-Drink (RTDs) or High Strength Premixes Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery**

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## **Abstracts**

Ready-to-drinks (RTDs) – beverages that are in part a spirit, wine or malt and a non-alcoholic

drink, served in a pre-mixed format ready for consumption, and colloquially referred to as

alcopops. High-strength pre-mixes (HS) – pre-mixed beverages with an alcohol by volume (ABV) content of 15% or above combined with juice or any other soft drink.

Based on the Alcoholic Ready-To-Drink (RTDs) or High Strength Premixes market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Alcoholic Ready-To-Drink (RTDs) or High Strength Premixes

market covered in Chapter 5:

Brown-Forman  
Bacardi  
Halewood  
Discover Diageo  
Global Brands  
Suntory Spirits  
AB InBev  
Boston Beer  
Distell  
Radico Khaitan

In Chapter 6, on the basis of types, the Alcoholic Ready-To-Drink (RTDs) or High Strength Premixes market from 2015 to 2025 is primarily split into:

Wine-based RTDs  
Spirit-based RTDs  
Malt-based RTDs  
High-Strength Premixes

In Chapter 7, on the basis of applications, the Alcoholic Ready-To-Drink (RTDs) or High Strength Premixes market from 2015 to 2025 covers:

Supermarkets & Hypermarket  
Liquor Specialist Stores  
Duty-free Stores  
Online Retailing  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 10)  
Germany  
UK  
France  
Italy

Spain  
Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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