



Rtds in Germany

June 2023

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Rtds in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

No end in sight to the boom in sales of spirit-based RTDs
Wine-based RTDs and other RTDs continue to face challenges
Private label and global brands lead RTDs, although some niche brands make gains

PROSPECTS AND OPPORTUNITIES

Launch of Coca-Cola brand in RTDs set to bring new impetus to cola-based RTDs
New product attributes to target more diverse consumption occasions
Tea-based RTDs combine low sugar recipes with a refreshing taste

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Alcoholic Drinks in Germany - Industry Overview

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