



Rtds in Switzerland

June 2024

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Rtds in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tendency to mix drinks boosts use of RTDs
Limits on the demand for RTDs
Large selections and competitive prices favour supermarkets and discounters

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Key trends to provide push-pull factors for RTDs
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Alcoholic Drinks in Switzerland - Industry Overview

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Legal purchasing age and legal drinking age
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