



# Rtds in the US

June 2024

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## Rtds in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A tough year at the top line, with mixed narratives below  
New offerings are constant, but a mix of innovation and imitation  
Non alcoholic RTDs struggle for relevance

#### PROSPECTS AND OPPORTUNITIES

Maturity gradually approaching in RTDs  
Legislation, consumers, and the future of RTDs  
THC beverages pose an existential threat to RTDs

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Retailing developments  
On-trade vs off-trade split  
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