



Rtds in Ecuador

June 2023

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Rtds in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Azende Corp Cía leads RTDs with innovative Switch brand
Wine-based RTDs gain shelf space as a means to gain retail volume share
RTDs are affordable options in economic climate

PROSPECTS AND OPPORTUNITIES

Constant innovation will drive growth of RTDs
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Younger generations will be key to boosting sales

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Alcoholic Drinks in Ecuador - Industry Overview

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Legal purchasing age and legal drinking age
Drink driving
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Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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