



# 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  
Traditional channel faces logistical challenges  
Younger generations will be key to boosting sales

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Opening hours  
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