



Rtds in Finland

June 2024

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Rtds in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs see dynamic growth, as players compete to offer consumers ever-more innovative offerings

Fruity flavours are key feature of new product development

Healthier varieties see growing levels of appreciation from consumers

PROSPECTS AND OPPORTUNITIES

Players will invest in novel marketing activities, as market shows signs of maturity

Hard seltzers still offer much potential for growth

Players will flaunt their sustainability credentials

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DISCLAIMER

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