



# Rtds in China

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

RTDs enjoy modest volume growth amid shifting consumer preferences  
Shanghai Bacchus Liquor Co Ltd holds dominant lead in RTDs  
Hypermarkets and convenience retailers are important channel for RTDs

### PROSPECTS AND OPPORTUNITIES

RTDs to recover well in 2025  
Experiential marketing expected to support development of RTDs category  
Flavour innovation will be used to drive sales among young adults

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

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