

Rtds in India

October 2024

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Rtds in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Young demographic and convenience drive sales of RTDs in India

Bacardi-Martini retains its dominance, assisted by launch of new options

PROSPECTS AND OPPORTUNITIES

Inflation and taxation remain the biggest challenges for RTDs

Spirit-based RTDs likely to grow, but will witness increased competition from other types of RTDs

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