



Euromonitor
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Rtds in Canada

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs is the winner in alcoholic drinks, with demand spurring new product developments

Established names enjoy leadership of RTDs, although small brands continue to rise

Food/drink/tobacco specialists retain strong distribution, with e-commerce on the rise

PROSPECTS AND OPPORTUNITIES

RTDs will maintain healthy growth over the forecast period

Non-alcoholic RTDs appeal to consumers embracing sober lifestyles

Distribution regulations will further help growth

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DISCLAIMER

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