



Euromonitor
International

Rtds in Germany

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady growth trajectory for spirit-based RTDs, in contrast to wine-based options
Abundance of new products with innovative recipes offered by spirit-based RTDs
Private label and leading player make gains

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Co-branding with soft drinks may help RTDs target a broader audience
Healthier positioning set to become increasingly prevalent
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Alcoholic Drinks in Germany - Industry Overview

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DISCLAIMER

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