

Rtds in the US

June 2025

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Rtds in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs bounces back Mike's Hard Beverage stays out in front, while EJ Gallo rises to third Lobbyists make some headway, but specialists still dominate

PROSPECTS AND OPPORTUNITIES

Positive outlook, with some protection from inflationary pressures Significant challenges ahead Cracking the non alcoholic code

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Alcoholic Drinks in the US - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture 2024 key trends Competitive landscape Retail developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free Cross-border/private imports

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DISCLAIMER

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