



Euromonitor
International

Rtds in the US

June 2024

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Rtds in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A tough year at the top line, with mixed narratives below
New offerings are constant, but a mix of innovation and imitation
Non alcoholic RTDs struggle for relevance

PROSPECTS AND OPPORTUNITIES

Maturity gradually approaching in RTDs
Legislation, consumers, and the future of RTDs
THC beverages pose an existential threat to RTDs

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Alcoholic Drinks in the US - Industry Overview

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Legal purchasing age and legal drinking age
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DISCLAIMER

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