

Rtds in Singapore

July 2024

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Rtds in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs sees slower volume growth amidst tough environment for alcoholic drinks Healthier variants of RTDs launched to appeal to a wider range of consumers

PROSPECTS AND OPPORTUNITIES

New product development expected to drive volume growth in RTDs Growing premiumisation trend in RTDs to sustain consumer interest Greater opportunities for brands to innovate in terms of packaging

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Alcoholic Drinks in Singapore - Industry Overview

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