

Rtds in Brazil

June 2025

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Rtds in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirit-based brands are the main growth engine of RTDs in 2024

Innovation remains key for RTDs in Brazil

Shelf space and low consumer awareness are challenges for RTDs in Brazil

PROSPECTS AND OPPORTUNITIES

Demand for RTDs set to continue increasing over the forecast period

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Alcoholic Drinks in Brazil - Industry Overview

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