



Rtds in India

October 2023

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Rtds in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trend and growing demand for convenience drive sales of RTDs in India
Bacardi-Martini retains dominance, assisted by launch of new options

PROSPECTS AND OPPORTUNITIES

Inflation and taxation will remain major impediments to expansion
Spirit-based RTDs will witness increased competition from other RTD product types

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Alcoholic Drinks in India - Industry Overview

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- 2022 key trends
- Competitive landscape
- Retailing developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
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- Legal drinking age by state is as follows:
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- Advertising
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