



# Rtds in Germany

June 2023

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## Rtds in Germany - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

No end in sight to the boom in sales of spirit-based RTDs  
Wine-based RTDs and other RTDs continue to face challenges  
Private label and global brands lead RTDs, although some niche brands make gains

#### PROSPECTS AND OPPORTUNITIES

Launch of Coca-Cola brand in RTDs set to bring new impetus to cola-based RTDs  
New product attributes to target more diverse consumption occasions  
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