



# Rtds in France

June 2024

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## Rtds in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTDs enjoys steady growth backed by an uptick in social events and gatherings

Hard seltzers fail to gain a foothold in the market

Spritz cocktails and sangria remain popular options in RTDs but the offer is expanding, including non-alcoholic options

#### PROSPECTS AND OPPORTUNITIES

Challenges remain for producers of RTDs

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