

Rtds in Ireland

June 2024

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Rtds in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in RTDs slump due to direct competition from freshly-mixed cocktails in licensed venues

Will RTDs rediscover their niche after their era of fame?

West Coast Cooler and WKD maintain their top places

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Government interventions in the alcohol industry will shape future developments

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DISCLAIMER

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