

# Rtds in Austria

June 2024

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## Rtds in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTDs category flourishes in the midst of persistent inflation  
Continued increase in product diversity in spirit-based RTDs  
Hopes for hard seltzer have not been fulfilled

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for RTDs  
Growth potential in the on-trade full of uncertainties  
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