



# Rtds in Spain

June 2024

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## Rtds in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

RTDs continues to see strong growth thanks to the convenience and affordability of these products

Partnerships proving to be a key to success

RTDs finding success by tapping into current trends

#### PROSPECTS AND OPPORTUNITIES

Non-alcoholic RTDs full of potential

RTDs should benefit from being positioned as a more modern and exciting alternative to other alcoholic drinks

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