



# Rtds in New Zealand

July 2024

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## Rtds in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rapid growth continues as RTDs becomes a more crowded category  
Tequila the focus of much new product development  
Spirits brands continuing to focus on RTDs as consumer preference shift

#### PROSPECTS AND OPPORTUNITIES

RTDs to remain the strongest performer within alcoholic drinks  
Rapid growth of Pal's to continue spurring competition in the category  
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