



Rtds in India

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Young demographic and convenience trend drive sales of RTDs in India
Bacardi-Martini retains its dominance, assisted by launch of new options
Hard seltzer fails to attract Indian consumers

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Inflation and taxation remain the biggest challenges for RTDs
Spirit-based RTDs likely to grow, but face increased competition from other variants

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Alcoholic Drinks in India - Industry Overview

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- 2024 key trends
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- Retail developments
- On-trade vs off-trade split
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- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
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- Opening hours

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DISCLAIMER

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