White Spirits - US - November 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Vodka easily dominates the surveyed white spirit and RTD segments, both in volume sales and reported consumption. However, consumers are no longer loyal to one alcoholic beverage or another. Emphasis on craftsmanship, quality, and almost limitless flavor innovation should be leveraged by rum, tequila, gin, and RTD segments to bring in new drinkers."
– Jennifer Zegler, Beverage Analyst

This report looks at the following areas:

- What can inspire more frequent consumption of white spirits and RTDs?
- How can RTDs rebound from slumping sales?
- What's holding gin back from joining alcohol's rising tide?

Sales of white spirits continue to out-sell competitive dark spirits, but do not yet measure up to the dominant alcoholic beverage categories of beer and wine. However, consumers' desires to drink a variety of alcohol across occasions and locations has helped white spirits grow annually since 2009 with such growth projected to continue through 2018. This growth is partially attributable to new product development. Indeed, many vodka, rum, tequila, and gin brands have been experimenting with flavors, ingredients, and aging processes in the hopes of gaining new drinkers.

In contrast, the ready-to-drink (RTD) segment, including flavored malt beverages, wine coolers, and ready-to-drink cocktails, has suffered as consumers embrace variety. Indeed, the cocktail trend has led many consumers to prefer the real thing rather than a RTD version. Yet, the segment still connects on the positive attribute of convenience, which remains a driver across many CPG categories.

The opportunity exists for manufacturers to stop chasing individual brand loyalty, instead showcasing the benefits of trying a range of alcoholic beverages. Marketing can match a spirit to an occasion or showcase the breadth of options available to accompany a dinner party, sports game viewing, or night out on the town. By aligning with consumers' current cross-category habits, manufacturers with large portfolios could benefit overall rather than chasing success in specific brands.

This report builds on the analysis presented in Mintel's *White Spirits and RTDs – US, November 2012* . In addition, the category also was covered in the following past reports: *Spirits: The Consumer – US, September 2011* ; *Spirits: The Market – US, September 2010* ; *Spirits: The Consumer – US, August 2010* ; *Spirits – US, August 2009* ; *Premium Brand Alcohol – US, March 2008* ; *White and Dark Spirits: The Market – Feburary 2007* ; and *White and Dark Spirits: The Consumer – US, April 2007* .

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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