

White Spirits and RTDs - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"The continued decline in volume sales of bottled RTDs makes a complete overhaul of the segment a necessity. A shift to premium bottle designs coupled with a focus on more adult orientated flavours would be a good starting point."

– Douglas Faughnan, Senior Food & Drink Analyst

This report looks at the following areas:

- Bottled RTDs need a complete overhaul
- Operators continue to market 'craft' spirits, despite little consumer understanding
- The removal of the tax escalator set to boost white spirit volume sales

The white spirits and RTDs market includes some of the most popular alcoholic drinks in the UK, with just under half of the adult population drinking vodka in the 12 months to September 2014. Vodka's high level of usage is evident in that it accounts for more than half of total value sales in the UK with an estimated value of almost £3 million. The category's versatility is a key benefit too, with around a third of adults drinking it with a mixer.

Gin continues to grow in popularity, estimated to have seen modest volume growth in 2014 with value sales up by almost 10% to over £800 million. White rum is facing increased competition from dark and golden rums, with values stagnating at almost £500 million in 2014 and volume sales declining.

The RTD segment continues to be negatively impacted by the poor performance of older-style bottled RTDs, which are losing users from the key 18-24 demographic to flavoured cider. Bottled RTDs, despite sharply declining volume sales, are still the more popular format, drunk by almost a third of adults, with just over a fifth drinking RTDs in cans.

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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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