

Alcoholic Beverage Mixers and Liqueurs - US - May 2015

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Dollar sales of alcoholic beverage mixers declined from 2009-14, settling at just over \$315 million. While cocktail culture is in full swing, cocktails experience lower consumption than beer, wine, and spirits.

This report looks at the following areas:

- Mixer sales declined 3% from 2009-14; cordials, liqueurs, vermouth, and aperitifs grew 14%
- Cocktail culture highlighted in pop culture/on-premise
- Interest in health drives call for natural, less sugar

Mixers struggle with a largely Millennial consumer base willing to spend a little more per drink on-premise to avoid the cost, hassle, and learning curve that comes with making drinks at home. Playing off consumer interest in customization (strength, calories) and moving mixers away from cloying neon libations, toward aides for making heritage drinks with natural ingredients and complex flavors (spicy, savory, bitter) will be important in growing sales.

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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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Frozen and powdered mixers lose out to liquids

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A focus on health can give products a boost

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Flavor innovation will move mixers beyond the norm

Savory

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Aromatic
 International flavors
 A focus on health can give products a boost
 Natural
 Reduced sugar
 Versatility can expand consumption occasion
 Craft finds a place in mixers

The Consumer – What You Need to Know

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 Customization is a major consumer draw
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