

## Alcoholic Beverage Mixers - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Dollar sales of alcoholic beverage mixers have seen steady growth in recent years, growing 15% from 2012-17 (7% when adjusted for inflation)."

**Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

Volume sales of cordials, liqueurs, vermouth, and aperitifs increased by 16% over the same period. Continued interest in cocktail culture, especially on premise, is helping here, as is a growing array of products that consumers can turn to for help in making cocktails/mixed drinks at home. The major challenge to the category is below-average home consumption of these drink types. Establishing a stronger tie with at-home consumption will help products hit their mark and grow adoption and sales.

- **A quarter of adults drink cocktails at home**
- **35% of at-home cocktail/mixed drink makers use an alcoholic beverage mixer**
- **Cordials/liqueurs/vermouth/aperitifs remain largely in the realm of cocktails**

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A quarter of adults drink cocktails at home

Coffee/tea is a strong opportunity to resonate with younger home drinkers

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Mixer staples are giving way to new breed of cocktails

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American Beverage Marketers represents 20% of mixer sales

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