

RTD Alcoholic Beverages - US - December 2017

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"45% of US adults drink RTD (ready-to-drink) alcoholic beverages. While 26% of category participants report drinking more RTDs in the past year, adoption by new consumers has stalled. The category trails behind other alcohol types in both consumption and sales. Only 11% of drinkers say RTDs are their primary alcoholic beverage."

Beth Bloom, Associate Director, US Food and Drink Reports

This report looks at the following areas:

- RTD alcoholic beverages are primarily an "also drink"
- RTD alcoholic beverages are pigeonholed for casual occasions
- The category struggles with high sugar content, quality

This Report covers on- and off-premise sales of RTD premade alcoholic beverages, including:

- Flavored malt beverages – includes prepared malt beverages such as Budweiser's Lime-a-Rita that are similar to spirits-based cocktails
- Prepared spirits-based cocktails – drinks such as Bacardi Classic Cocktails Mojito that are made with distilled spirits
- Wine coolers – made with wine combined with fruit juices and other sweeteners.

This Report excludes non-alcoholic mixers typically added to alcohol to make alcoholic cocktails and mixed drinks, such as:

- "Just add alcohol" mixes designed for specific cocktails (eg Bloody Mary mix, margarita mix)
- Non-alcoholic mixers that are traditionally positioned for use with alcohol to make cocktails (eg bitters, grenadine).

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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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Focus shifts to portability

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Premiumization could serve as a boost

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A quarter of RTD drinkers have increased consumption in the past year

RTD alcoholic beverages are associated with casual occasions

Flavor plays a strong role in consumption decision

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