

December 2014

RTD Alcoholic Beverages - US

“Sales in the RTD alcoholic beverage category will grow for the foreseeable future, but this category has a history of up-and-down performances, from the heyday of the launch of wine coolers to the growth of alcopops and flavored alcoholic beverages, and the accompanying demise between the emergence of each. Due ...

November 2014

Juice, Juice Drinks and Smoothies - US

“Some 41% of adults say they are most likely to turn to products in the category for added nutrition, the most widely applicable among the leading uses named. Next to that, 40% seek good taste. The category would do well to focus on these attributes in order to expand consumption ...

October 2014

Wine - US

“While indications point to an advantage for off-premise merchandisers, shifts in the market, including the expansion of sales locations, are making the wine retail landscape increasingly competitive. While this is good news for the category, growing the reach of wine, it’s requiring sellers to adopt more creative sales models.” ...

White Spirits - US

“With flavored vodkas reaching a virtual saturation point, the time could be right for the addition of unique flavors into other white spirits. Consumer research shows interest in flavored versions of rums and tequilas, and manufacturers could capitalize on that interest, while also maximizing awareness and usage of existing flavored ...

Dark Spirits - US

“Dark spirits, whiskey in particular, have managed to grow sales fairly strongly in recent years, yet they remain far from routine in consumers’ alcohol-consumption routines. Flavor innovation is drawing the interest of some consumers, but such efforts may be overshadowed by the rush of RTD alcoholic beverages.”