

RTD Alcoholic Beverages - US - December 2014

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“The RTD alcoholic beverage category has been buoyed of late by the popularity of flavored malt beverages, as the other segments (prepared spirits-based cocktails and wine coolers) are firmly in the doldrums, with little opportunity for growth in sight.”

– William Roberts, Jr., Senior Food and Drink Analyst

This report looks at the following areas:

- The RTD alcoholic beverage category should draw inspiration from mixologists and popular cocktails
- Flavor drives Millennial consumers
- RTDs should promote their convenience and premium qualities

The RTD (ready-to-drink) alcoholic beverage market in the US has been enjoying a boon in recent years, fueled largely by the growth in flavored malt beverages. The next several years should see that segment continue to propel the category to new sales heights, levels unseen since the flavored alcoholic beverage and alcopops fad in the early 2000s.

The category's other two segments (wine coolers and spirits-based prepared cocktails) will provide something of a drag to the overall growth, with each segment seeing sales drops in all but the best-case scenarios.

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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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