

# Alcoholic Beverage Mixers and Liqueurs - US - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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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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Cocktails do better on-premise than off

Frozen and powdered mixers lose out to liquids

Cordials/liqueurs outperform vermouth/aperitifs

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Interest in health drives call for natural, less sugar

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Sales performance points to the importance of convenience, spice, and versatility

Heat and heritage represent bright spots for the category

Sweet and colorful offerings struggle

A focus on health can give products a boost

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Manufacturer sales of alcoholic beverage mixers

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Tastes appear to shift away from sweet

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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

Under 45s are core audience  
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## Mixer Innovation of Interest

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Abbreviations

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