

## RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"RTD (ready-to-drink) alcoholic beverages are in a time of transition, and, as such, are seeing both ups and downs. FMBs (flavored malt beverages) experienced strong volume sales growth of 57% from 2010-15, due to a Millennial consumer base with a bit of a sweet tooth, as well as to innovation that's matched the demographic's interest in product trial."  
- Beth Bloom, Food & Drink Analyst

### This report looks at the following areas:

- A third of consumers are drinking less RTD alcoholic beverages
- RTD alcoholic beverages appear pigeonholed when it comes to consumption occasions
- Boosting perception of products in the category is in order

This report covers on- and off-premise sales of RTD (ready-to-drink) premade alcoholic beverages, including: Flavored malt beverages; Prepared spirits-based cocktails; Wine coolers.

It builds on the analysis presented in Mintel's *RTD Alcoholic Beverages – US, December 2014*; *Alcoholic Beverage Drinking Occasions – US, May 2014*; and *White Spirits and RTDs – US, November 2012*, among others.

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).

Coverage of these products can be found in Mintel's *Alcoholic Beverage Mixers and Liqueurs – US, May 2015*.

This report also excludes the following alcohol categories, which are covered in Mintel's *White Spirits – US, October 2015*: Vodka, rum, gin, tequila.

It also excludes the following categories, which are covered in Mintel's *Dark Spirits – US, December 2015*: Whiskey/whisky, which includes the following subsegments: Canadian whisky, straight American whiskey, including bourbon and unaged white whiskey (also known as moonshine; the report covers legally sold, unaged white whiskey marketed as moonshine, not the illegally made varieties often associated with the term in various regions of the US), Scotch whisky, blended American whiskey, Irish whiskey, Brandy and cognac, as well as Armagnac

Beer, including domestic, imported, and craft or microbrew beer, also is excluded from this report and is covered in Mintel's *Beer – US, January 2016*, as well as *Craft Beer – US, October 2015*.

Wine, including still/table wine, Champagne and sparkling wine, dessert and fortified wine, vermouth, and aperitifs are also excluded from the scope of this report, and are most recently covered in Mintel's *Wine – US, October 2014*.

Value figures throughout this report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

A third of consumers are drinking less RTD alcoholic beverages

Figure 1: Statements related to RTD alcoholic beverages – Change in consumption, September 2015

RTD alcoholic beverages appear pigeonholed when it comes to consumption occasions

Figure 2: RTD alcoholic beverage occasions, September 2015

Boosting perception of products in the category is in order

Figure 3: Correspondence analysis – Opinions toward alcoholic beverages, September 2015

The opportunities

Premiumization can enhance permissibility

Figure 4: Statements related to RTD alcoholic beverages – Innovation, September 2015

RTD alcoholic beverage formulations could stand to lighten up

Figure 5: RTD alcoholic beverage formats – Light/low-calorie, by generation, September 2015

Opportunity exists to expand chilled varieties

Figure 6: RTD alcoholic beverage formats – Format, by generation, September 2015

What it means

### The Market – What You Need to Know

FMBs see strong gains, while prepared spirits-based cocktails and wine cooler declines continue

RTD alcoholic beverages are losing out to other alcohol types for share of stomach

The category has failed to transform alongside an increasingly savvy drinking public

Less than a quarter of respondents say products in the category are appropriate for drinking on-premise

### Market Size and Forecast

Volume sales of FMBs grow 57% 2010-15

Figure 7: US volume sales and forecast of flavored malt beverages, 2010-20

Figure 8: US volume sales and forecast of flavored malt beverages, 2010-20

Prepared spirits-based cocktail decline slows

Figure 9: US volume sales and forecast of prepared spirits-based cocktails, 2010-20

Figure 10: US volume sales and forecast of prepared spirits-based cocktails, 2010-20

Wine coolers continue to struggle

Figure 11: US volume sales and forecast of wine coolers, 2010-20

Figure 12: US volume sales and forecast of wine coolers, 2010-20

### Market Perspective

RTD alcoholic beverages are losing out to other alcohol types for share of stomach

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Alcoholic beverage consumption, September 2015

Figure 14: Alcoholic beverage consumption, by generation, September 2015

Category could grow appeal by capitalizing on traits of other alcohol types

RTD appears as a limitation among consumers interested in customization

Figure 15: Preferences for mixing own drinks versus using RTD products, by generation, September 2015

Less than a quarter of respondents say products in the category are appropriate for drinking on-premise

## Market Factors

Alcohol sales continue to rise; patterns favor on-premise consumption

Figure 16: Alcoholic beverages, total expenditures, 2000-13

Pop culture and on-premise trends can inform category innovation

Interest in health drives call for natural, less sugar

Millennials and Hispanics influence taste preferences

Figure 17: Population by generation, 2015

Figure 18: Population growth by race and Hispanic origin, 2010-20

## Key Players – What You Need to Know

Party brands make way for a bit of sophistication

Premium claims are on the rise

Fruity flavors and familiar cocktail varieties wane

A focus on health is taking shape

## What's Working?

Spirits- and wine-based cocktails see strong new product launch activity

Figure 19: Share of prepared spirits-based cocktail launches, by launch type, 2010-15

Figure 20: Share of wine-based cocktail launches, by launch type, 2011-15

Premium claims on the rise

Figure 21: Share of FMB launches, by top six claims, 2011 and 2015

Figure 22: Share of prepared spirits-based cocktail launches, by top five claims, 2011 and 2015

Figure 23: Share of wine cooler launches, by top six claims, 2012 and 2015

## What's Struggling?

Fruity flavors and familiar cocktail varieties are on the decline

Figure 24: Share of prepared spirits-based cocktail launches, by top five flavors, 2011 and 2015

Packing a different kind of punch

Party brands make way for a bit of sophistication

Figure 25: Share of prepared spirits-based cocktail launches, by top 10 brands, 2011 and 2015

Figure 26: Share of FMB launches, by top nine brands, 2011 and 2015

Figure 27: Share of wine cooler launches, by top 10 brands, 2011 and 2015

## What's Next?

Premiumization may boost permissibility

Figure 28: Alcoholic beverage consumption, by consumption occasion, September 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Brand cache
- Clean label
- Imported quality
- Sophisticated format
- Bringing health to an indulgence category
- Low alcohol
- Promoting produce, not parties
- Being both RTD and customizable
- Choice may be one form of customizability
- Recipes on pack
- Shots for trial, not over-indulgence
- Spirits selection to match larger drink trends

## The Consumer – What You Need to Know

- 39% of consumers aged 22+ drink RTD alcoholic beverages
- A third of respondents say they are drinking less products in the category than they were in the past
- Boosting perception is needed, particularly among Millennials and men
- Premiumization leads category innovation of interest

## RTD Alcoholic Beverage Consumption

- 39% of respondents drink RTDs; FMBs lead  
Figure 29: RTD alcoholic beverage consumption, September 2015
- Men are more likely to participate in the category  
Figure 30: RTD alcoholic beverage consumption, by gender, September 2015
- Millennials are the prime audience  
Figure 31: RTD alcoholic beverage consumption, by generation, September 2015
- More than half of Hispanics drink RTDs  
Figure 32: RTD alcoholic beverage consumption, by Hispanic origin, September 2015
- High-income earner and foodie-centric consumer base suggests room for premiumization  
Figure 33: RTD alcoholic beverage consumption, by household income, September 2015  
Figure 34: RTD alcoholic beverage consumption, by interest in food, September 2015
- A closer look at some key targets  
Figure 35: Wine cooler consumption – CHAID – Tree output, September 2015  
Figure 36: Alcoholic beverage consumption – CHAID – Table output, September 2015

## RTD Alcoholic Beverage Formats

- Bottles lead over cans  
Figure 37: RTD alcoholic beverage formats, September 2015
- Container
- Millennials open to less-traditional formats  
Figure 38: RTD alcoholic beverage formats – Package type, by generation, September 2015

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### Cans appeal to men; women and Hispanics open to pouches

Figure 39: RTD alcoholic beverage formats – Package type, by gender, September 2015

Figure 40: RTD alcoholic beverage formats – Package type, by Hispanic origin, September 2015

### Format

#### Women and Millennials exhibit interest in multiserving varieties

Figure 41: RTD alcoholic beverage formats – Container, by gender, September 2015

Figure 42: RTD alcoholic beverage formats – Container, by generation, September 2015

#### Variety represents value

Figure 43: RTD alcoholic beverage formats – Container, by household income, September 2015

### Storage

#### Opportunity exists to expand chilled varieties

Figure 44: RTD Alcoholic beverage formats – Format, by generation, September 2015

Figure 45: RTD Alcoholic beverage formats – Format, by gender, September 2015

Figure 46: RTD alcoholic beverage formats – Format, by Hispanic origin, September 2015

### Light/low-calorie

#### Light/low-calorie varieties find greater appeal among Millennials and Hispanics

Figure 47: RTD alcoholic beverage formats – Light/low-calorie, by generation, September 2015

Figure 48: RTD Alcoholic beverage formats – Light/low-calorie, by Hispanic origin, September 2015

## Change in Consumption

#### A third of consumers are drinking less RTD alcoholic beverages

Figure 49: Statements related to RTD alcoholic beverages – Change in consumption, September 2015

#### Prepared spirits-based cocktail drinkers exhibit greatest increase in consumption

Figure 50: Statements related to RTD alcoholic beverages – Change in consumption, by segment, September 2015

#### Expanding flavor varieties grows consumption among category participants

Figure 51: Statements related to RTD alcoholic beverages – Change in prepared spirits-based cocktail consumption, September 2015

Figure 52: Statements related to RTD alcoholic beverages – Change in prepared spirits-based cocktail consumption, September 2015

Figure 53: Statements related to RTD alcoholic beverages – Change in wine cooler consumption, September 2015

## Consumption Occasions

#### Outdoor events lead for RTD alcoholic beverages

Figure 54: RTD alcoholic beverage occasions, September 2015

#### FMBs appear slightly more casual among category participants

Figure 55: RTD alcoholic beverage occasions, by consumption, September 2015

#### Millennials and Hispanics are open to a wide range of consumption occasions

Figure 56: RTD alcoholic beverage occasions, by generation, September 2015

Figure 57: RTD alcoholic beverage occasions, by Hispanic origin, September 2015

## Opinions toward RTD Alcoholic Beverages

#### RTD alcoholic beverages segments experience similar limitation

Figure 58: Correspondence analysis – Opinions toward alcoholic beverages, September 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 59: Opinions toward alcoholic beverages, September 2015

**FMBs lead for flavor among women; prepared spirits-based cocktails are convenient**

Figure 60: Opinions toward alcoholic beverages – Women, September 2015

**A third of men say they'd be embarrassed to drink RTD alcoholic beverages in public**

Figure 61: Embarrassment related to drinking RTD alcoholic beverages, by gender, September 2015

Figure 62: Opinions toward alcoholic beverages – Men, September 2015

**Boosting perception among Millennials is in order**

Figure 63: Embarrassment related to drinking RTD alcoholic beverages, by generation, September 2015

Figure 64: Opinions toward RTD alcoholic beverages – Millennials, September 2015

**Negatives may outweigh the positives for Hispanics and prepared spirits-based cocktails**

Figure 65: Opinions toward alcoholic beverages – Hispanics, September 2015

Figure 66: Embarrassment related to drinking RTD alcoholic beverages, by Hispanic origin, September 2015

**Non-drinkers say products lack in taste, quality**

Figure 67: Opinions toward wine coolers, by wine cooler consumption, September 2015

Figure 68: Opinions toward prepared spirits-based cocktails, by prepared spirits-based cocktail consumption, September 2015

Figure 69: Opinions toward FMBs, by FMB consumption, September 2015

## Purchase Drivers

**Flavor leads purchase drivers, followed by brand**

Figure 70: RTD alcoholic beverage purchase drivers, September 2015

**Women are particularly driven by flavor**

Figure 71: RTD alcoholic beverage purchase drivers, by gender, September 2015

**Millennials less brand/flavor loyal, exhibit interest in health**

Figure 72: RTD alcoholic beverage purchase drivers, by generation, September 2015

**Higher alcohol content finds appeal among Hispanics**

Figure 73: RTD alcoholic beverage purchase drivers, by Hispanic origin, September 2015

## Innovation of Interest

**Nearly half of consumers interested in RTDs made with premium brands**

Figure 74: Statements related to RTD alcoholic beverages – Innovation, September 2015

**RTD innovation may find particular appeal among men**

Figure 75: Statements related to RTD alcoholic beverages – Innovation, by gender, September 2015

**Innovation is key to appealing to Millennials and Hispanics**

Figure 76: Statements related to RTD alcoholic beverages – Innovation, by generation, September 2015

Figure 77: Statements related to RTD alcoholic beverages – Innovation, by Hispanic origin, September 2015

**Category participants want more**

Figure 78: Statements related to RTD alcoholic beverages – Innovation, by consumption, September 2015

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)  
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
 EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

## RTD Alcoholic Beverages - US - December 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Fan chart forecast  
Consumer survey data  
Consumer qualitative research  
Correspondence map methodology  
CHAID methodology  
Abbreviations and terms  
Abbreviations

### Appendix – The Market

Figure 79: US volume consumption of beer by category, 2010-14  
Figure 80: US volume consumption of distilled spirits by category, 2013-14  
Figure 81: US volume consumption of wine by category, 2013-14

### Appendix – Key Players

Figure 82: Share of prepared spirits-based cocktail launches, by launch type, 2010-15  
Figure 83: Share of FMB launches, by top six claims, 2010-15  
Figure 84: Share of prepared spirits-based cocktail launches, by top five claims, 2010-15  
Figure 85: Share of wine cooler launches, by top six claims, 2012 and 2015  
Figure 86: Share of consumption by month, by segment, 2014  
Figure 87: Share of prepared spirits-based cocktail launches, by top five flavors, 2011-15  
Figure 88: Share of FMB launches, by top nine brands, 2011-15  
Figure 89: Share of FMB launches, by top nine brands, 2011-15  
Figure 90: Share of wine cooler launches, by top 10 brands, 2011 and 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)