

RTD Alcoholic Beverages - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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"RTD (ready-to-drink) alcoholic beverages make up a small share of alcohol sales. Fortunately, declines among prepared spirits-based cocktails and wine coolers may be slowing. The category delivers on convenience, with the most participants turning to RTDs over other alcohol types because they don't require preparation. Addressing consumption barriers will be necessary to retain interest."

- Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- FMBs continue to lead the market, but a slowdown can be seen
- Prepared spirits-based cocktails have struggled, but are poised for a boost
- The category is limited by lack of customization, high sugar content

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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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