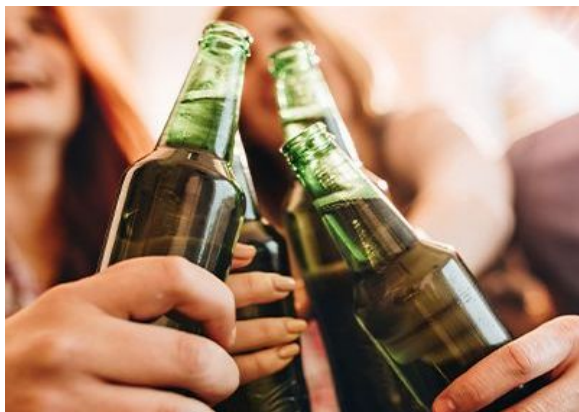


## RTD Alcoholic Beverages - US - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"At a time when consumers report reducing alcohol consumption, and alcohol sales are leveling off, the historically small ready-to-drink (RTD) alcohol space is thriving."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Consumers are drinking less alcohol
- Desire for customization and sugar reduction challenge RTDs
- RTDs underperform other alcohol types on quality

RTDs posted the only gains in alcohol consumption from 2018-19, and volume sales of the two largest segments (flavored malt beverages [FMBs] and prepared spirits-based cocktails) are projected to climb ahead. Growth is driven by hard seltzers, which appeal for refreshment and, to some extent, health. Large alcohol brands are playing catch-up after a wait-and-see period, bringing hard seltzers to market. This innovation and marketing power should help sustain the bubble for a few more years.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](https://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 - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Top takeaways

The issues

Consumers are drinking less alcohol

Figure 1: Alcohol consumption, September 2019

Desire for customization and sugar reduction challenge RTDs

Figure 2: Consumption barriers, September 2019

RTDs underperform other alcohol types on quality

Figure 3: Perception of flavored alcoholic beverages verses wine and spirits, January 2017-November 3, 2019

The opportunities

RTDs have solid retention and still have room for growth, especially among 35-44s

Figure 4: Interest in RTD alcoholic beverages: "I have not tried and am interested in trying," September 2019

Preference for drinking at home benefits RTDs; on prem is a growth opp

Figure 5: beverage consumption in the past three months, by location, July 2019

Hard seltzers appeal similarly to men and women

Figure 6: Share of RTD alcoholic beverage consumption – any frequency, by gender, September 2019

### The Market – What You Need to Know

FMB sales continue to climb

Prepared spirits-based cocktails post gains, wine coolers could follow

One in five drinkers has reduced alcohol consumption in the past year

RTDs pose the most direct challenge to beer

Preference for drinking at home benefits RTDs; on prem is a growth opp

### Market Size and Forecast

FMBs continue to climb

Figure 7: Total US volume sales and forecast of flavored malt beverages, 2014-22

Figure 8: Total US volume sales and forecast of flavored malt beverages, 2014-22

Prepared spirits-based cocktails climb out of slump

Figure 9: Total US volume sales and forecast of spirits-based prepared cocktails, 2014-22

Figure 10: Total US volume sales and forecast of spirits-based prepared cocktails, 2014-22

Wine cooler sales small and shrinking; it doesn't have to be this way

Figure 11: Total US volume sales and forecast of wine coolers, 2014-22

Figure 12: Total US volume sales and forecast of wine coolers, 2014-22

Growth segments innovate with new products

**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 - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 13: RTD alcoholic beverages, by launch type, 2017-19\*

## Market Breakdown

Preference for drinking at home benefits RTDs; on prem is a growth opp

Figure 14: beverage consumption in the past three months, by location, July 2019

Figure 15: RTD alcoholic beverages purchase location, September 2019

Room for on-premise branding exists

Figure 16: Opinions toward hard seltzer - vessel, by hard seltzer consumption, September 2019

## Market Perspective

Beer maintains market dominance, spirits sales to overtake wine

Figure 17: Share of US sales of alcoholic beverages, by type of alcoholic beverage, 2014-19 (est)

RTDs post consumption gains while other categories lag

Figure 18: Alcohol consumption, September 2019

Figure 19: Changes in alcohol consumption, September 2019

RTDs pose the most direct challenge to beer

Figure 20: Bon & Viv Spiked Seltzer – “No Lime Needed,” April 2019

Figure 21: Alcohol consumption – any frequency, by RTD alcoholic beverage consumption, September 2019

Figure 22: Changes in alcohol consumption, by age, September 2019

Sparkling wine drinkers are strong targets for RTDs

Figure 23: RTD alcoholic beverage consumption – any frequency, by alcohol consumption – any frequency, September 2019

RTDs outperform other alcohol on flavor, refreshment, and excitement; underperform on natural

Figure 24: Perception of flavored alcoholic beverages verses beer, January 2017-November 3, 2019

Wine losing out on excitement, but outperforming RTDs on quality and value

Figure 25: Perception of flavored alcoholic beverages verses wine, January 2017-November 3, 2019

Figure 26: Perception of flavored alcoholic beverages verses spirits, January 2017-November 3, 2019

## Market Factors

One in five drinkers has reduced their consumption in the past year

Figure 27: Change in alcohol consumption, July 2019

Flavor is the leading driver of drink choice

Figure 28: Alcohol statements – choice – Net: any agree, September 2019

Figure 29: Alcohol statements – choice – Net: any agree, by RTD alcoholic beverage consumption (Net\*), September 2019

RTD drinkers are more likely than average to look at drink nutrition

Figure 30: Alcohol statements – health – Net: any agree, September 2019

Figure 31: Alcohol statements – health – Net: any agree, by RTD alcoholic beverage consumption (Net\*), September 2019

The majority of drinkers are making choices in the moment

Figure 32: Alcohol statements – options – Net: any agree, September 2019

## Key Players – What You Need to Know

Hard seltzers drive strong MULO gains for FMBs, led by White Claw

RTDs missing out on low/no sugar claims

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 - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Big guys play catch up  
From seltzer to spritzer

### What's Working

Hard seltzers drive strong MULO gains for FMBs, led by White Claw  
Cape Line comes out strong in the premixed cocktail/coolers space  
Small brands see the highest percentage of cocktail/cooler growth during the period  
Tropical flavors continue to lead  
Figure 33: RTD alcoholic beverages, by leading flavors, 2017-19\*

Cans take the top spot  
Figure 34: RTD alcoholic beverages, by pack type, 2017-19\*

### What's Struggling

RTDs missing out on low/no-sugar claims  
Figure 35: RTD alcoholic beverages, by leading claims, 2017-19\*

Pernod Ricard's Kahlúa and Malibu lines decline, could retain relevance

### What to Watch

Big guys play catch up  
Own an occasion to inspire trial  
Get real  
Figure 36: High Noon Sun Sips – "Things Just Got Real at the Tailgate," August 2019

From seltzer to spritzer

### The Consumer – What You Need to Know

Hard seltzers are driving the increase in RTD consumption  
Hard seltzers appeal similarly to men and women  
RTDs have solid retention and still have room for growth  
Flavor is a strength of hard seltzer, health is a struggle  
Desire for customization and sugar reduction challenge RTDs

### RTD Alcoholic Beverage Consumption

Hard seltzers are driving the increase in RTD consumption  
Figure 37: RTD alcoholic beverage consumption – any frequency, September 2019

Hard seltzers appeal similarly to men and women  
Figure 38: Share of RTD alcoholic beverage consumption – any frequency, by gender, September 2019

4 in 10 hard seltzer drinkers are age 25-34  
Figure 39: Share of RTD alcoholic beverage consumption – any frequency, by age, September 2019

Hard seltzers need to diversify their audience  
Figure 40: Share of RTD alcoholic beverage consumption – any frequency, by race, September 2019

Hard seltzers households skew slightly higher earning  
Figure 41: Share of RTD alcoholic beverage consumption – any frequency, by HH income, September 2019

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](https://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 - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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

## Interest in RTD Alcoholic Beverages

RTDs have solid retention and still have room for growth

Figure 42: Interest in flavored malt beverages, September 2019

Premixed spirits-based cocktails show the strongest interest in trial

Figure 43: Interest in premixed spirits-based cocktails, September 2019

Hard seltzers have the highest retention, struggle the most with trial

Figure 44: Interest in hard seltzers, September 2019

RTD marketers could widen their lens to include slightly older consumers

Figure 45: Interest in flavored malt beverages, by age, September 2019

Figure 46: Interest in premixed spirits-based cocktails, by age, September 2019

Figure 47: Interest in hard seltzers, by age, September 2019

## Opinions Toward Hard Seltzer

Flavor is a strength of hard seltzer, health is a struggle

Figure 48: Opinions toward hard seltzer, September 2019

Figure 49: Opinions toward hard seltzer, by hard seltzer consumption, September 2019

A third of women think hard seltzer is more refreshing than beer

Figure 50: Opinions toward hard seltzer, by gender, September 2019

25-34s have high opinions of hard seltzers

Figure 51: Opinions toward hard seltzer, by age, September 2019

## Consumption Barriers

Desire for customization and sugar reduction challenge RTDs

Figure 52: Consumption barriers, September 2019

The youngest abstainers don't feel like the drinks represent them

Figure 53: Consumption barriers, by age, September 2019

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – Key Players

Figure 54: Multi-outlet sales of domestic beer/ale, by leading companies and brands, rolling 52 weeks 2018 and 2019

Figure 55: Multi-outlet sales of premixed cocktails/coolers, by leading companies and brands, rolling 52 weeks 2018 and 2019

**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)