

RTD Alcoholic Beverages - US - 2022

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This report looks at the following areas:

- RTD products purchased
- Experience with recently launched RTD alcoholic beverages
- Interest in canned cocktails
- RTD purchase factors
- RTD shopping attitudes
- RTD brand associations

Six in 10 US adults purchase ready to drink alcoholic beverages, up from just under half last year. While the primary audience for RTDs are adults age 22-34, the category has mainstream and widespread appeal. All adults under-55 overindex in purchases, and offerings have especially strong appeal with audiences such as parents and multi-cultural consumers.

RTD variety, in both buyers and product offerings, will help the category to be more resilient amidst high inflation. The category and segments within it manage to reach all measured financial situations, from those who self-report as financially healthy to those that are struggling or in trouble. However, less established preferences and less mature shopping habits can work against the category as some consumers' stretch their budgets through sacrifices and trade-offs.

Sales success has allowed the RTD category to maintain a very active innovation pipeline over the last few years. However, for most measured beverage types, the portion of those that report being either loyal purchasers or interested purchasers is outpaced by those who show total disinterest in purchasing. Awareness, but disinterest in trial, suggests a level of product distrust or choice fatigue. This serves as a warning sign, signaling the importance of quality over quantity and avoiding innovation for innovation sakes.



“Launch activity and popularity of canned cocktails are building upon the success and excitement already present in the RTD alcoholic beverages space. The category continues to deliver on the convenient, flavorful and fun beverages consumers crave.”

– Sydney Olson, Senior Food and Drink Analyst

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The newest segment in the market, canned cocktails, has an especially strong opportunity for success in current socioeconomic conditions. As consumers' pull back on bar and restaurant alcohol spending, and as home bartending budgets shrink, these offerings can fill the void and make the cocktail experience accessible. To be an accepted replacement, RTD brands should look to menu data, and opt for cocktail types that are familiar over those that are trendy.



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