

RTD Alcoholic Beverages: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the RTD alcoholic beverages market
- Importance of focusing on quality during time of economic uncertainty
- Role of health and where category players may focus their efforts
- Need for category to prepare for return to on-premise drinking



"RTD alcoholic beverages are a bright spot in the alcohol space, avoiding the flight seen in other alcohol categories and even continuing to recruit new and older users. Seltzers remain the growth driver, getting a further boost from large brands entering the market from both within and outside the alcohol space."

– **Beth Bloom, Associate Director US Food and Drink Reports**

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- **Social nature of RTDs requires creativity during health pandemic**
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