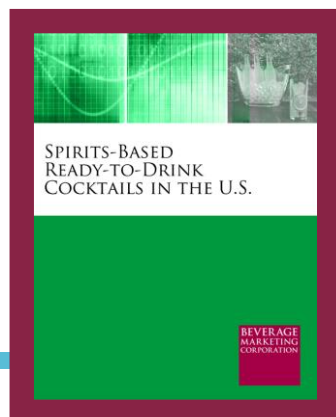


SPIRITS-BASED READY-TO-DRINK COCKTAILS IN THE U.S.

2023 EDITION (Published February 2024. Data through 2022. Market projections through 2027.) More than 30 pages, with extensive text analysis, graphs, charts and tables



This report from Beverage Marketing Corporation describes and measures a vibrant sub-segment of the distilled market. It includes data on the numerous brands comprising this fast-growing component of the beverage alcohol business and offers Beverage Marketing Corporation's exclusive five year forecasts on the future prospects of the RTD Spirits based RTD Cocktail Market. It also offers perspective on how this segment fits within the larger and also evolving adult alternative beverage market.

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**HAVE
QUESTIONS?**

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THE ANSWERS YOU NEED

In addition to volume data on the leading brands and discussion of their makers' strategies, the report quantifies the category as a whole and charts its growth. It also provides data on per capita consumption and growth. Get answers to questions such as:

- What is the leading ready-to-drink (RTD) cocktail brand in the United States?
- Which brands are growing the fastest?
- How much RTD cocktail volume was consumed on a per-person basis?
- How is the segment likely to perform a few years from now?

THIS REPORT FEATURES

Highlights of Spirits-Based Ready-to-Drink Cocktails in the U.S. include:

- An overview of the evolving segment and a discussion of the latest trends and developments.
- Analysis of the various companies and their approaches to RTD cocktails. Discussions include: Absolut Cocktails and Vodka Soda, Bacardi Real Rum Cocktails, Bombay Sapphire Gin & Tonic, Crown Royal RTD Cocktails, Cutwater Spirits Canned Cocktails, Dos Equis Classic Lime Margarita, Fresca Mixed, Gin & Juice By Dre and Snoop, High Noon, Jack Daniel's & Coca-Cola, Jameson, Jim Beam RTD Cocktails, Jose Cuervo, Malibu Pre-Mix Cans, Monoco, Nütrl Vodka Seltzer, Red Stripe Rum Drinks, Skinnygirl and Stone Buenafiesta Margaritas.
- Volume, growth and market share data for the major brands including Jose Cuervo RTD, Cutwater, High Noon Sun Sips, Monaco, Crown Royal Cocktails, Finnish Long Drink and 1800 Ultimate Margarita.
- Per capita consumption figures.
- Volume projections through 2027.
- Perspective on how Spirits-based RTD cocktails fit within the larger and rapidly evolving adult alternative beverage market. Segment quantification and projections for hard seltzers, FMBs, Wine Cocktails, wine coolers, THC vs. CBD cannabis beverages and more.



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**BEVERAGE
MARKETING
CORPORATION**

Spirits-Based Ready-to-Drink Cocktails in the U.S.

February 2024

BEVERAGE
MARKETING
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RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Whatever their enduring appeal, distilled spirits have some drawbacks – shortcomings that spirits related alternative adult beverages (AABs) endeavor to overcome.

- For some consumers, the effort required to prepare a cocktail is a nuisance, which creates an opening for ready-to-drink (RTD) cocktails.
- Consumers put off by the high calories of cocktails containing fruit juice or sugary syrups also might prefer iterations with fewer calories, which some AABs boast.
- Alcohol levels can also be an issue for some drinkers, who like the taste and complexity of cocktails but want a lower octane option. Some spirits makers highlight their canned drinks similarity to malt-based hard seltzers (as E. & J. Gallo did with High Noon) while other simply bill their RTD cocktails as cocktails or sparkling sodas (as Paris-based Pernod Ricard did with brands like Absolut and Jameson).

However, it would be a mistake to define RTD cocktails only in terms of what they are not. They are more than drinks with no assembly required or lower-alcohol alternatives to standard cocktails.

- Packaging matters: Aluminum cans, with their light weight and portability, afford usage occasions that drinks in highball glasses simply do not.
- Moreover, the proliferation of RTD cocktails bearing instantly-recognizable distilled spirits trademarks indicates distillers' confidence that consumers remain interested in distilled spirits, and that prepared cocktails may be the way to reach consumers who for some reason or another don't already imbibe the usual versions of those brands.
- Yet the use of the words *hard seltzer* on the labels of some of the brands discussed below also indicates an eagerness of distillers to get in on a trend spearheaded by purveyors of malt-based beverages.
- Even the companies that do not style their RTD cocktails as hard seltzer are trying to attract consumers by offering adult beverages with comparable characteristics.

**U.S. READY-TO-DRINK COCKTAIL MARKET
SHARE OF VOLUME BY BRAND
2017 – 2022**

Brand	2017	2018	2019	2020	2021	2022
High Noon Sun Sips	1%	1%	1%	1%	1%	1%
Jose Cuervo RTD	15%	15%	15%	15%	15%	15%
Cutwater	15%	15%	15%	15%	15%	15%
Monaco	15%	15%	15%	15%	15%	15%
Crown Royal Cocktails	1%	1%	1%	15%	15%	15%
Finnish Long Drink	1%	15%	15%	15%	15%	15%
1800 Ultimate Margarita	15%	15%	15%	15%	15%	15%
Private Label	15%	15%	15%	15%	15%	15%
All Other	15%	15%	15%	15%	15%	15%
TOTAL	100%	100%	100%	100%	100%	100%

Source: Beverage Marketing Corporation