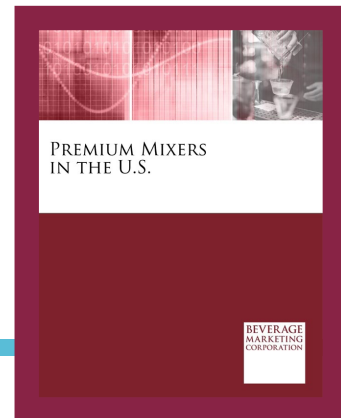


PREMIUM MIXERS IN THE U.S. - *NEW!*

2025 EDITION (To be published May 2025. Data through 2024. Market projections through 2029.) More than 45 pages, with extensive text analysis, charts and tables



The ready-to-drink (RTD) premium mixer market is an offshoot of the cocktail mixer market that long was stagnant. These new premium mixers are another breed and have ignited to become one of the more exciting segments of the no-alcohol beverage market. The reasons are that not only does it meet the demand as adjuncts to high-end alcohol drinks but are often consumed on their own as beverages in social occasions. While “mocktails” themselves have also been around a long time, this new breed often uses gourmet ingredients concocted by the most fastidious of mixologists. Many brands have emerged to meet the growing demand for better cocktail ingredients and “Sober Curious” beverages in their own right

Beverage Marketing Corporation analyzes these trends in its industry report entitled: Premium Mixers in the U.S. In addition, there is a wide discussion of certain no-alcohol versions of alcohol, such as no-alcohol beer, wine and spirits.

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**HAVE
QUESTIONS?**

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THE ANSWERS YOU NEED

This brief but insightful market report discusses key issues in the premium mixer category. It measures volume, as well as wholesale dollar sales. BMC's exclusive five-year projections are also included.

Questions answered include:

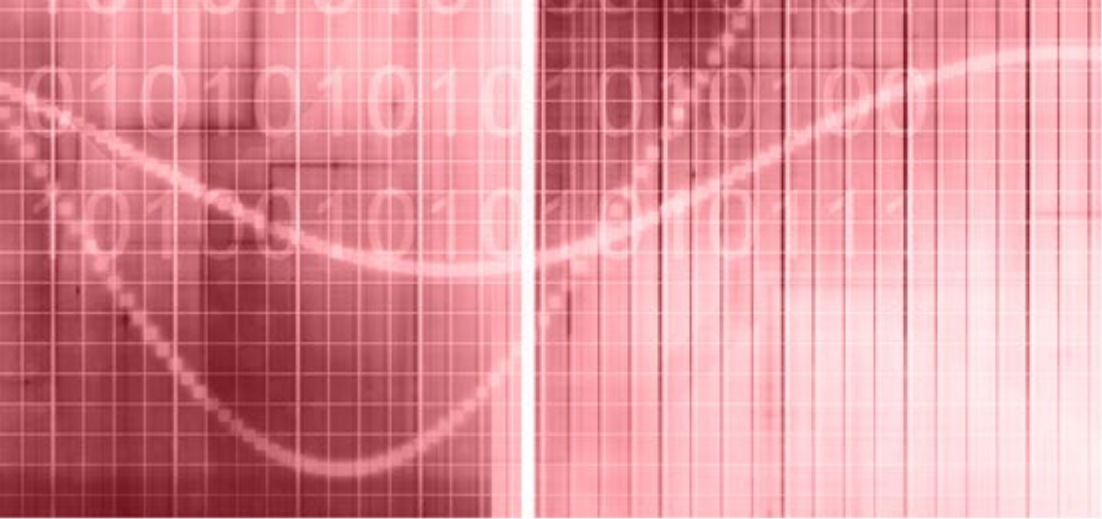
- How did RTD premium mixers originate and evolve in the U.S. market?
- Which are the leading brands? Is the market sewn up by big companies or is there room for smaller players to capture a significant percentage of market share?
- Why has the category been successful? How do premium mixers relate to adjunct segments such as carbonated soft drinks?
- How much is the RTD premium mixers market expected to grow in the next five years? What are the tailwinds and headwinds going forward?

THIS REPORT FEATURES

This report examines a unique niche of the no-alcohol beverage market. It begins with an overview of the RTD premium mixers market, looking into their various aspects including as an admixture to beverage alcohol, an outright substitute for alcohol, and a no-alcohol version of existing alcohol categories. It also looks at the broad range of companies and their various brands that have sought to make their mark. These brands' innovations and marketing strategies are analyzed.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. premium mixers marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the premium mixers market including:

- Wholesale dollar sales and volume of the RTD premium mixers market going back to 2019.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment.
- Analysis of the prospects of the RTD premium mixers market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2029.
- Company/Brand analysis includes: 18.21 Bitters, Abstinence, Aplos, Arriba Chelada, Athletic Beer, Avec, Bero, Best Day Brewing, Betty Buzz, Bravus, Charleston Beverage, Curious Elixirs, De Soi, DioniLife/Mash Gang, Distill Ventures/Seedlip, Drink Monday, Fever-Tree, Frosé (Kelvin Slush Co.), Ghia, Hiyo, Hop WTR, Hoplark/HopTea, Kin Euphorics, Little Saints, Lyre's, Mingle Mocktails, MixoloShe, Mocktail Club, Mocktails Uniquely Crafted, Navy Hill, Nectar Girl, Owen's Craft Mixers, Parch, Partake, Proxies, Q Mixers, Ripe Bar Juice, Sans, Spiritless, Top Note, Tost, Wilderton, WithCo, ZBiotics and Zing Zang.



PREMIUM MIXERS IN THE U.S.

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NOTE: The 2025 edition of this report has not yet been published.

The 2025 edition you receive will have updated data through 2024 and projections through 2029 where applicable.