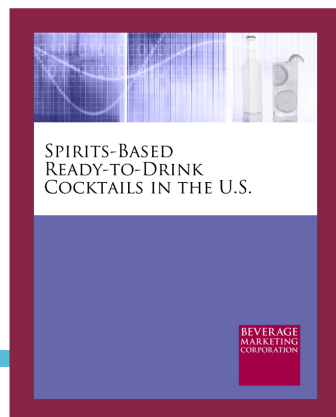


# NEW! SPIRITS-BASED READY-TO-DRINK COCKTAILS IN THE U.S.

**2022 EDITION** (Published September 2022. Data through 2021. Market projections through 2026.) More than 30 pages, with extensive text analysis, graphs, charts and tables



***NEW IN 2022:*** 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 category.

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**HAVE  
QUESTIONS?**

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## THE ANSWERS YOU NEED

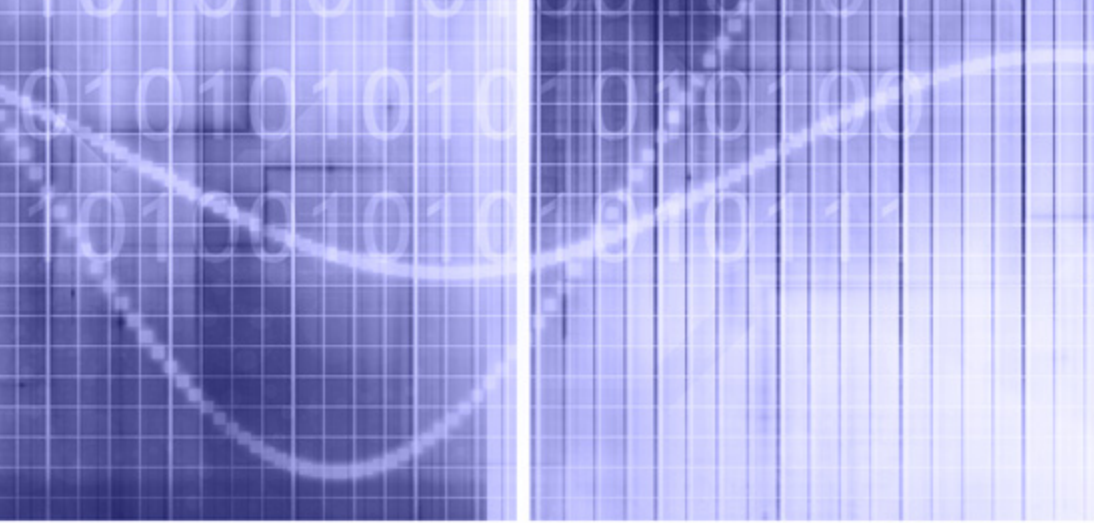
In addition to volume data on the leading brands and discussion of their makers' strategies, the report quantifies the category as a whole and charts its growth. It also provides data on per capita consumption and growth. Get answers to questions such as:

- 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.
- Volume, growth and market share data for the major brands.
- Analysis of the various companies and their approaches to RTD cocktails.
- Per capita consumption figures.
- Volume projections through 2026.
- RTD brands covered include: Jose Cuervo, Cutwater, High Noon, Monaco, Crown Royal, Bacardi and More.



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

**BEVERAGE  
MARKETING  
CORPORATION**

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

September 2022

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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  
2016 – 2021**

<b>Brand</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
High Noon Sun Sips	—	—	—	— %	— %	— %
Jose Cuervo RTD	— %	— %	— %	— %	— %	— %
Monaco	— %	— %	— %	— %	— %	— %
Cutwater	—	— %	— %	— %	— %	— %
Crown Royal Cocktails	—	—	—	—	— %	— %
1800 Ultimate Margarita	— %	— %	— %	— %	— %	— %
Finnish Long Drink	—	—	— %	— %	— %	— %
Private Label	— %	— %	— %	— %	— %	— %
All Other	— %	— %	— %	— %	— %	— %
<b>TOTAL</b>	<b>— %</b>	<b>— %</b>	<b>— %</b>	<b>— %</b>	<b>— %</b>	<b>— %</b>

Source: Beverage Marketing Corporation