

A YEAR OF INNOVATION IN RTD, WINE & SPIRITS, 2024

RTD innovation continues to pivot around novel and unique flavour combinations and alcohol reduction. Sustainability continues to be relevant in wine and spirits.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Wine and Spirits, 2024

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: brands address consumer demand for more low- and no- alcohol offerings

- Health priorities are causing European adults to reduce their alcohol consumption
- Low/no-alcohol RTDs see sustained growth
 - Graph 1: flavoured alcoholic beverages, by share of launches with an ABV of less than 0.5%, 2019-23
- Recognisable spirit brands and popular cocktail recipes help to add appeal to alcohol-free RTDs
- Brand renovation/innovation: Pallini launches the world's first alcohol-free Limoncello

Europe: sustainable claims record an increased share of launch activity in wine and spirits

- Consumers expect food and drink companies to be communicative and transparent about sustainable production
- Wine and spirit brands increasingly highlight sustainable packaging and ethical production
 - Graph 2: wine and spirit launches, by share of select ethical and environmental claims, 2019-23
- Spirit brands highlight sustainable packaging and other eco initiatives
- Brand renovation/innovation: UK brewery BrewDog expands into the RTD category

The Middle East & Africa (MEA)

- New and locally made RTDs and spirits

ASIA PACIFIC (APAC)

Asia: flavour innovation keeps the RTD sector vibrant and relevant

- RTD consumers seek novel and exciting flavours
- Alcoholic beverage flavoured RTDs see strong growth, led by vodka
 - Graph 3: RTD launches, by share of beverage flavour component group, 2019-23
- Spirit and tea flavours feature in these RTD launches
- Brand renovation/innovation: Xiao Chong Shan launches texture and flavour-changing RTDs

Asia: gin brands are tapping into growing consumer interest in the spirit

- Consumers are interested in trying gin
- Gin is seeing a boom in launch share in Asia

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- Graph 4: spirit launches, by share of spirits sub-category, 2019 vs 2023
- Hemp, cricket bats and local production are adding interest to the gin category

Australia & New Zealand

- The can cements its position as the pack format of choice for RTDs in Australia and New Zealand

THE AMERICAS

North America: RTD brands drum up excitement with flavour innovation

- Consumers are keen to try new and unique RTD flavour combinations
- Alcohol flavours are the most popular in RTDs, followed by citrus fruits and fruit flavours
 - Graph 5: RTD launches, by top 10 flavour component sub-groups, 2023
- Drink brands from other categories are expanding into the alcoholic RTD space
- Brand renovation/innovation: Dunkin' Donuts launches spiked iced tea and coffee

North America: whisky and tequilas gain launch activity share

- Consumers are keen to try new spirits
- Whisky and tequila see a notable uptick in launch share
 - Graph 6: spirit launches, by share of spirits sub-category, 2019-23
- Flavoured and innovative gin and whisky launches in the region

Latin America

- Tequila and liqueurs dominate spirit launch activity in Latin America
 - Graph 7: spirit launches, by sub-category, 2023
- Innovative and limited-edition packaging helps tequila stand out on the shelf

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