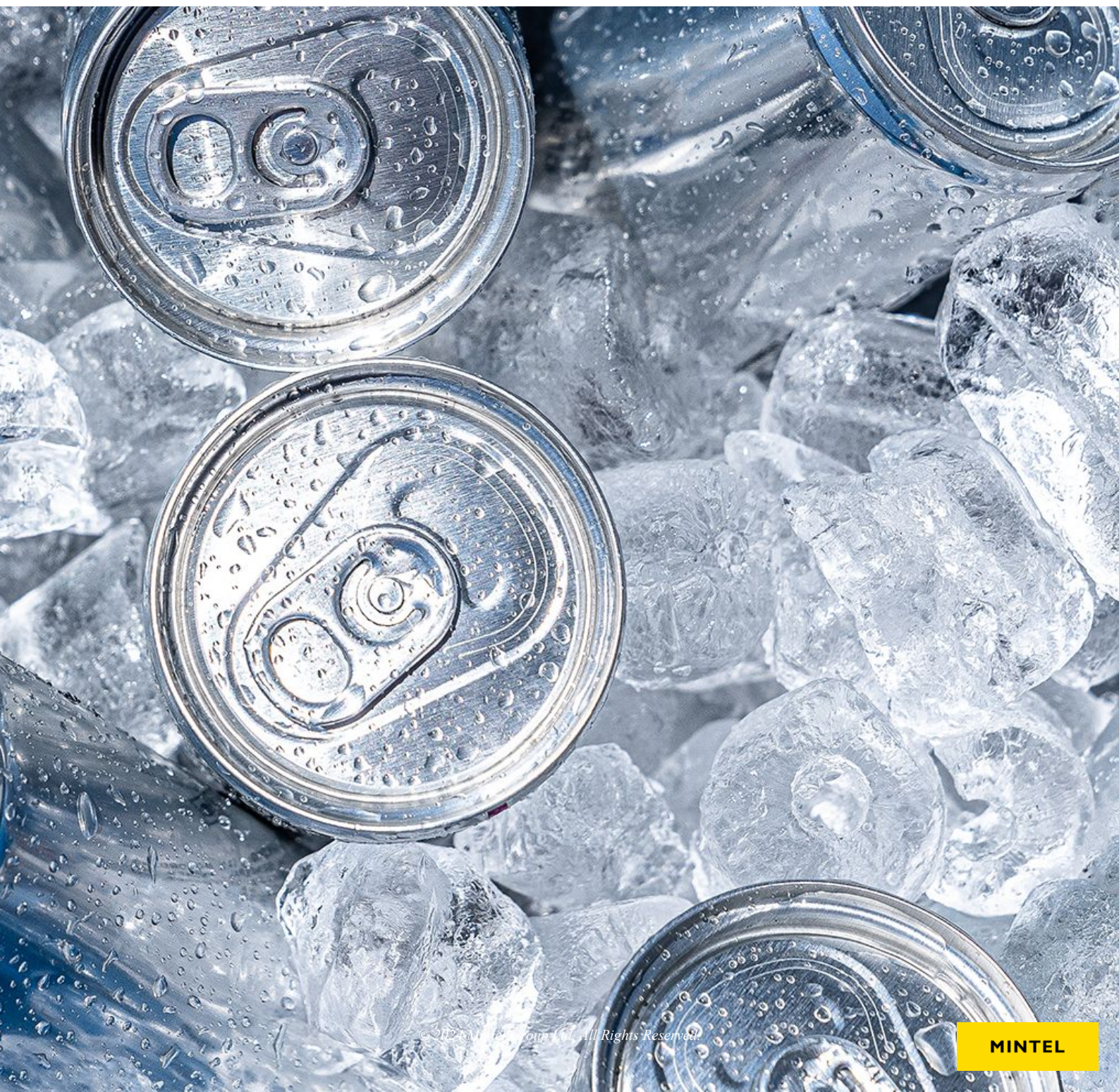


RTD ALCOHOLIC BEVERAGES – US – 2023

RTDs have taken the alcoholic beverage by storm in spite of limited consumer understanding of product nuances and perceptions of oversaturation suggesting that a little more clarity can take the category and its brands even further.



Kamari Davis, Research
Analyst, Food & Drink



RTD Alcoholic Beverages - US - 2023

This report looks at the following areas:

- Types of RTDs purchased
- Frequency of RTD consumption
- Attributes associated with RTDs by type
- RTD purchase motivators
- RTD attitudes and behaviors
- Market size and segment performance
- RTD brand performance
- Competitive strategies and opportunities
- Market drivers

Overview

While RTDs are on the radar of many brands, and they have a **strong base**, they are still an occasional alcohol option: just 17% of drinkers list

RTDs as their primary alcoholic beverage of choice. Brands have some work to do to sustain the momentum for the longer term and to take a step closer to coveted primary drink status among more consumers. 44% of alcoholic beverage drinkers think there are too many RTDs, and 34% think they simply "aren't for me".

While casual convenience are hallmarks of RTDs, flavor exploration is the clear driver that should be continually considered, albeit perhaps in new ways. Despite the allure of unique flavors and variety packs, the category, and perhaps its' brands, struggle with a clear identity. While trendy is strong, lukewarm premium or even "healthy" associations suggest that RTDs may be destined to be perpetually an option, not the drink of choice across occasions,



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without a shift. Elevating perceptions is in order: about half of alcoholic beverage drinkers believe [what you drink is a personal reflection](#).

While variety is a proponent of RTDs in product choice, it may also be the deterrent to greater exploration. Nearly half of RTD drinkers don't understand the nuances in RTD types, challenging brands to double down on value propositions and identity. Still, the popularity of variety among category fans is an asset to be leveraged in new ways that can expand the base, perceptions and occasions. For example: interest in cocktail recipes featuring RTDs is strong, especially among core drinkers, begging the question if wine and beer can be ingredients in cocktails, why can't RTDs?

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- The five-year outlook of RTD alcoholic beverages
- Opportunities

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- Seltzers dominate fragmented RTD purchase
 - Graph 1: RTD types purchased, 2023
- Millennials keeping both traditional FMBs and RTD innovation thriving
 - Graph 2: RTD types purchased, by generation, 2023
- Raise the bar to reach more women
 - Graph 3: RTD types purchased, by gender, 2023
- Don't sleep on parents
 - Graph 4: RTD types purchased, by parental status, 2023
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 - Graph 5: RTD types purchased, by race/Hispanic origin, 2023

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- RTDs in identity crisis?
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 - Graph 7: perceptions of RTDs, 2023
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 - Graph 8: RTD association, by generation, 2023
- RTDs get the party started, but may miss out on everyday occasions
 - Graph 9: RTD association, by gender and age, 2023
- Trendiness may not be all it's cracked up to be...
 - Graph 10: RTD perceptions by beverage type, by generation

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- Flavors, value and brand trust

- Graph 11: RTD purchase motivators, 2023

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- RTDs still have room to pick up occasions
 - Graph 12: RTD consumption frequency, 2023

RTD attitudes and behaviors

- Use convenience and exploration to open new doors
 - Graph 13: attitudes towards RTD alcoholic beverages, 2023
- Multicultural drinkers are ripe for more from RTD brands
 - Graph 14: attitudes towards RTDs, by race/hispanic origin, 2023
- Balance interest and overwhelm with strong brand identity
 - Graph 15: RTD attitudes towards RTD beverages, 2023
- Multicultural consumers also "get" RTDs: looking for versatility and volume
- Kill two birds with one BFY stone
 - Graph 16: behavior towards RTDs, by age, 2023

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Launch activity and innovation

- Flavor variety is the spice of life and a brand refresher
- Mintel Flavourscape AI explores the future of flavor and flavor combinations using data science
- Flavourscape AI spotlight: blackberry level-up
- NA brand space invaders
- Alcohol alternatives everywhere are still buzzing...
- ...and don't have to be void of buzz
- Blurring the lines with flavor hacks

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- Powerhouse partnerships
- Brands balance between being active to sports marketing

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 - Graph 20: attitudes toward alcoholic beverages, 2023
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 - Graph 21: RTD beverage type purchased, 2023 – NET – any purchase, 2023
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- Hard seltzers come on strong
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- Hard seltzers come on strong, really strong
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- Consumer research methodology
- Generations
- Abbreviations and terms

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