Euromonitor International

# Ready to Dominate? RTDs, Simmering Volatility and Effervescent Trajectories

October 2024

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

Key findings
RTDs: Key facts

RTDS: CHANGE OR BUST

RTDs are dead, long live RTDs
The story so far: From wine coolers and alcopops to hard seltzers
More than just a boom and bust cycle: From outsider to fourth pillar of the alcohol industry
Ready to deliver: RTDs reinvention, diversification and evolution
RTD snapshot: breaking down the cocktail of drivers , positioning and demographics
RTDs: Volatility baked in, but future remains bright

EXPLORING THE RANGE OF SUBSEGMENTS

Top line view: Spirit-based, and overwhelmingly off-trade focused
Ready to conquer the world - key markets for RTDs
Fragmentation, brand equity and precarious leadership rankings
Malt-based RTDs: Affordable, American and agile
Other RTDs: The rise and fall of hard seltzers
Wine-based RTDs: Making wine cooler again?
Spirit-based RTDs: Harder, better, faster, stronger?
Non-alcoholic RTDs: Niche presence but intoxicating potential
Packaging: Yes, they can - for now

IS THERE A SILVER BULLET? CASE STUDIES

Deconstructing the cocktail of innovation: RTDs
Buzzballs : Differentiation, breaking the mould and ready to have a ball
Naked Life: Stripping alcohol out of cocktails
BeatBox : Thinking outside the box
“Not a cocktail. Not a beer. Not a hard seltzer.”; Ready to disrupt?

CONCLUSION

Conclusions
Recommendations/Opportunities for growth
Evolution of RTDs
Questions we are asking

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ready-to-dominate-rtds-simmering-volatility-and-effervescent-trajectories/report.