

READY TO DRINK

ALCOHOLIC BEVERAGES

Alcoholic beverages made convenient. Whether to relax and unwind or gather with friends, Ready-to-Drink (RTD) Alcohol beverages are all the rage. Hard seltzers to wine and spirit-based cocktails – the options for RTD are endless and experiencing immense growth. Let's take a look at what our taste experts are seeing in this space.

44% of consumers drank a RTD alcoholic beverage within the past year.



CONSUMER TRIAL

60% of consumers are interested in trying RTD beverages.

90% of consumers are interested in having RTD beverages again after trying for the first time.

Thinking about adding one to your line up? Here are a few things to consider.



WATCH THE SUGAR

Sugar is the greatest purchase barrier among both Gen X and Older Millennials.

RELAX & UNWIND

70% of consumers drink to relax and unwind. Drinks featuring chamomile, holy basil, ashwagandha or ginseng can promote a calming factor.



NUTRITION FIRST

Almost half of alcohol RTD drinkers review the nutritional info before drinking.

VARIETY MATTERS

Of those consumers who say they are drinking more this year vs last, a third state it is because there is a better variety of flavors.

FLAVOR DRIVES CHOICE

86% say that flavor drives their choice when choosing an alcohol RTD.

OUR PREDICTION

More innovative flavors as consumers embrace this trend long-term. Fruit combos. Fruit and herbs. Sweet spicy. Nostalgic. And more.

Need Details?
Let's Talk.



Julie Olson, Beverage Industry Manager
jolson@fona.com | 630-453-7726

