

# Global RTD Cocktail Shots Market Size study, By Type (Malt-based, Wine-based, Spirit-based), By Packaging (Bottles, Cans), By Distribution Channel (Online, Hypermarkets/Supermarkets, Liquor Stores), and Regional Forecasts 2022-2028

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## Abstracts

Global RTD Cocktail Shots Market is valued at approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. The RTD cocktail shot is ready to drink packaged alcoholic beverages that are sold in a prepared form and is ready for adoption directly by the consumer. This drink is packed into single-use containers for direct consumption. The growing demand for the lower caloric alcohol drinks, increasing per capita income, coupled with the rising inclination toward ready-to-drink products are the several key factors propelling the market demand across the globe. For instance, according to Statista, in 2018, the per capita national income in India was recorded at USD 1.47 million and the amount is anticipated to constantly grow and reach USD 12 million. Consequentially, the rising per capita income is directly associated with the demand for the RTD cocktail shots, which, in turn excelling the market growth in the approaching years. However, the imposition of stringent restrictions and laws on the promotion of RTD cocktail shots and the rising number of anti-alcohol measures impede the growth of the market over the forecast period of 2022-2028. Also, the increasing investment in the R&D activities and growing popularity of handy and comfortable food packaging goods are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global RTD Cocktail Shots Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the

growing demand for on-the-go items in various flavors, along with the rising presence of the leading market players. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the increasing per capita income, as well as rising consumption of lower caloric alcohol drinks, would create lucrative growth prospects for the RTD Cocktail Shots Market across the Asia-Pacific region.

Major market players included in this report are:

Halewood Wines & Spirits

Asahi Group Holdings Ltd.

Diageo plc

Bacardi Limited

Brown-Forman

Pernod Ricard

Shanghai Bacchus Liquor Co. Ltd.

Anheuser-Busch InBev

Suntory Holdings Limited

Manchester Drinks Company Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Malt-based

Wine-based

Spirit-based

By Packaging:

Bottles

Cans

By Distribution Channel:

Online

Hypermarkets/Supermarkets

Liquor Stores

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global RTD Cocktail Shots Market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors



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