

# **Ready To Drink Cocktails Market Size, Share, and Analysis, By Type (Malt-Based, Spirit-Based, Wine-Based), By Cocktail Type (Margarita, Cosmopolitan, Manhattan, Martini, Others), By Packaging (Cans, Bottles, Goon Bags), By Distribution Channel (Hypermarkets/Supermarkets, Liquor Stores, Online) and Regional Forecasts, 2022-2032**

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## **Abstracts**

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## **PRODUCT OVERVIEW**

Ready To Drink Cocktails Market size was USD 795.5 million in 2021 and projected to grow from USD 1025.9 million in 2023 to USD 3281.3 million by 2032, exhibiting a CAGR of 13.8% during the forecast period.

Ready-to-drink cocktails are single-serve, pre-packaged, and ready for drinking. RTD cocktails provide customers a handy way to enjoy their preferred alcoholic beverages without going to a restaurant or bar as busy routines increasingly trend toward easy-going experiences at home. RTDs make it simple to serve cocktails to guests with the growth of 'home cocktail culture'. RTDs are becoming more and more popular due to their increasing variety and quality.

## MARKET HIGHLIGHTS

Ready To Drink Cocktails Market is expected to reach USD 3281.3 million, growing at a CAGR of 13.8% during the forecast period owing to the increasing demand for flavored beverages or drinks having low content of alcohol due to the growing health worries. The industry is also expected to be driven by the premiumization of the drinks through taste, flavors, package design, and quality.

Ready To Drink Cocktails Market Segments:

Type

Malt-Based

Spirit-Based

Wine-Based

Cocktail Type

Margarita

Cosmopolitan

Manhattan

Martini

Others

Packaging

Cans

Bottles

Goon Bags

Distribution Channel

Hypermarkets/Supermarkets

Liquor Stores

Online

## MARKET DYNAMICS

### Growth Drivers

Increasing Demand for Flavoured Drinks Containing Low Alcohol Amount is Expected to Boost the Market Growth

Growing Pattern in the Online Sales of RTD Drinks is Expected to Boost the Market Growth

### Restraint

Growing Use of Pre-Mix RTD Alcoholic Beverages to Restrain the Market Growth

### Key Players

The Coca-Cola Company

Suntory Holdings Limited

Asahi Group Holdings Ltd.

Diageo plc

Pernod Ricard

Molson Coors Beverage Company

Constellation Brands Inc.

Bacardi Limited

Brown-Forman

Campari Group

The Boston Beer Company Inc.

The Mike's Hard Lemonade Company

Cutwater Spirits

BevSource

Manchester Drinks Company Ltd.

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y

Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

### Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry with respect to recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market of various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

3-month post-sales analyst support.

## Contents

### **1. EXECUTIVE SUMMARY**

- 1.1. Regional Market Share
- 1.2. Business Trends
- 1.3. Ready To Drink Cocktails Market: COVID-19 Outbreak
- 1.4. Regional Trends
- 1.5. Segmentation Snapshot

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4. Primary Research
- 2.5. Secondary Research
  - 2.5.1. Paid Sources
  - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

### **3. MARKET CHARACTERISTICS**

- 3.1. Market Definition
- 3.2. Ready To Drink Cocktails Market: COVID-19 Impact
- 3.3. Key Segmentations
- 3.4. Key Developments
- 3.5. Allied Industry Data

### **4. READY TO DRINK COCKTAILS MARKET – INDUSTRY INSIGHTS**

- 4.1. Industry Segmentation
- 4.2. COVID-19 overview on world economy
- 4.3. Industry ecosystem Channel analysis
- 4.4. Innovation & Sustainability

### **5. MACROECONOMIC INDICATORS**

## **6. RECENT DEVELOPMENTS**

## **7.MARKET DYNAMICS**

- 7.1. Introduction
- 7.2.Growth Drivers
- 7.3.Market Opportunities
- 7.4. Market Restraints
- 7.5.Market Trends

## **8. MARKET ANALYSIS**

- 8.1. Porters Five Forces
- 8.2. PEST Analysis
  - 8.2.1. Political
  - 8.2.2.Economic
  - 8.2.3.Social
  - 8.2.4.Technological

## **9. READY TO DRINK COCKTAILS MARKET**

- 9.1. Overview
- 9.2.Historical Analysis (2016-2021)
  - 9.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

## **10. READY TO DRINK COCKTAILS MARKET SIZE & FORECAST 2022A-2032F**

- 10.1.Overview
- 10.2. Key Findings
- 10.3. Market Segmentation
  - 10.3.1. By Type
    - 10.3.1.1.Malt-Based
      - 10.3.1.1.1.By Value (USD Million) 2022-2032F
      - 10.3.1.1.2. Market Share (%) 2022-2032F
      - 10.3.1.1.3. Y-o-Y Growth (%) 2022-2032F
    - 10.3.1.2. Spirit-Based
      - 10.3.1.2.1. By Value (USD Million) 2022-2032F
      - 10.3.1.2.2.Market Share (%) 2022-2032F

- 10.3.1.2.3.Y-o-Y Growth (%) 2022-2032F
- 10.3.1.3. Wine-Based
  - 10.3.1.3.1. By Value (USD Million) 2022-2032F
  - 10.3.1.3.2. Market Share (%) 2022-2032F
  - 10.3.1.3.3.Y-o-Y Growth (%) 2022-2032F
- 10.3.2.By Cocktail Type
  - 10.3.2.1. Margarita
    - 10.3.2.1.1. By Value (USD Million) 2022-2032F
    - 10.3.2.1.2. Market Share (%) 2022-2032F
    - 10.3.2.1.3.Y-o-Y Growth (%) 2022-2032F
  - 10.3.2.2. Cosmopolitan
    - 10.3.2.2.1. By Value (USD Million) 2022-2032F
    - 10.3.2.2.2. Market Share (%) 2022-2032F
    - 10.3.2.2.3. Y-o-Y Growth (%) 2022-2032F
  - 10.3.2.3. Manhattan
    - 10.3.2.3.1. By Value (USD Million) 2022-2032F
    - 10.3.2.3.2. Market Share (%) 2022-2032F
    - 10.3.2.3.3.Y-o-Y Growth (%) 2022-2032F
  - 10.3.2.4. Martini
    - 10.3.2.4.1. By Value (USD Million) 2022-2032F
    - 10.3.2.4.2. Market Share (%) 2022-2032F
    - 10.3.2.4.3.Y-o-Y Growth (%) 2022-2032F
  - 10.3.2.5. Others
    - 10.3.2.5.1. By Value (USD Million) 2022-2032F
    - 10.3.2.5.2. Market Share (%) 2022-2032F
    - 10.3.2.5.3.Y-o-Y Growth (%) 2022-2032F
- 10.3.3. By Packaging
  - 10.3.3.1. Cans
    - 10.3.3.1.1. By Value (USD Million) 2022-2032F
    - 10.3.3.1.2. Market Share (%) 2022-2032F
    - 10.3.3.1.3.Y-o-Y Growth (%) 2022-2032F
  - 10.3.3.2. Bottles
    - 10.3.3.2.1. By Value (USD Million) 2022-2032F
    - 10.3.3.2.2. Market Share (%) 2022-2032F
    - 10.3.3.2.3.Y-o-Y Growth (%) 2022-2032F
  - 10.3.3.3. Goon Bags
    - 10.3.3.3.1. By Value (USD Million) 2022-2032F
    - 10.3.3.3.2. Market Share (%) 2022-2032F
    - 10.3.3.3.3.Y-o-Y Growth (%) 2022-2032F



#### 10.3.4.By Distribution Channel

##### 10.3.4.1. Hypermarkets/Supermarkets

10.3.4.1.1.By Value (USD Million) 2022-2032F

10.3.4.1.2. Market Share (%) 2022-2032F

10.3.4.1.3. Y-o-Y Growth (%) 2022-2032F

##### 10.3.4.2.Liquor Stores

10.3.4.2.1. By Value (USD Million) 2022-2032F

10.3.4.2.2.Market Share (%) 2022-2032F

10.3.4.2.3.Y-o-Y Growth (%) 2022-2032F

##### 10.3.4.3.Online

10.3.4.3.1. By Value (USD Million) 2022-2032F

10.3.4.3.2.Market Share (%) 2022-2032F

10.3.4.3.3.Y-o-Y Growth (%) 2022-2032F

## **11.NORTH AMERICA READY TO DRINK COCKTAILS MARKET SIZE & FORECAST 2022A-2032F**

### 11.1.Overview

### 11.2. Key Findings

### 11.3. Market Segmentation

#### 11.3.1.By Type

#### 11.3.2. By Cocktail Type

#### 11.3.3. By Packaging

#### 11.3.4. By Distribution Channel

### 11.4.Country

#### 11.4.1. United States

#### 11.4.2.Canada

## **12. EUROPE READY TO DRINK COCKTAILS MARKET SIZE & FORECAST 2022A-2032F**

### 12.1. Overview

### 12.2. Key Findings

### 12.3. Market Segmentation

#### 12.3.1. By Type

#### 12.3.2.By Cocktail Type

#### 12.3.3.By Packaging

#### 12.3.4.By Distribution Channel

### 12.4. Country

- 12.4.1. Germany
- 12.4.2. United Kingdom
- 12.4.3. France
- 12.4.4. Italy
- 12.4.5. Spain
- 12.4.6. Russia
- 12.4.7. Rest of Europe (BENELUX, NORDIC, Hungary, Turkey & Poland)

## **13. ASIA READY TO DRINK COCKTAILS MARKET SIZE & FORECAST 2022A-2032F**

- 13.1. Overview
- 13.2. Key Findings
- 13.3. Market Segmentation
  - 13.3.1. By Type
  - 13.3.2. By Cocktail Type
  - 13.3.3. By Packaging
  - 13.3.4. By Distribution Channel
- 13.4. Country
  - 13.4.1. India
  - 13.4.2. China
  - 13.4.3. South Korea
  - 13.4.4. Japan
  - 13.4.5. Rest of APAC

## **14. MIDDLE EAST AND AFRICA READY TO DRINK COCKTAILS MARKET SIZE & FORECAST 2022A-2032F**

- 14.1. Overview
- 14.2. Key Findings
- 14.3. Market Segmentation
  - 14.3.1. By Type
  - 14.3.2. By Cocktail Type
  - 14.3.3. By Packaging
  - 14.3.4. By Distribution Channel
- 14.4. Country
  - 14.4.1. Israel
  - 14.4.2. GCC
  - 14.4.3. North Africa

- 14.4.4. South Africa
- 14.4.5. Rest of Middle East and Africa

## **15. LATIN AMERICA READY TO DRINK COCKTAILS MARKET SIZE & FORECAST 2022A-2032F**

- 15.1. Overview
- 15.2. Key Findings
- 15.3. Market Segmentation
  - 15.3.1. By Type
  - 15.3.2. By Cocktail Type
  - 15.3.3. By Packaging
  - 15.3.4. By Distribution Channel
- 15.4. Country
  - 15.4.1. Mexico
  - 15.4.2. Brazil
  - 15.4.3. Rest of Latin America

## **16. COMPETITIVE LANDSCAPE**

- 16.1. Company market share, 2021
- 16.2. Key player overview
- 16.3. Key stakeholders

## **17. COMPANY PROFILES**

- 17.1. The Coca-Cola Company
  - 17.1.1. Company Overview
  - 17.1.2. Financial Overview
  - 17.1.3. Key Product; Analysis
  - 17.1.4. Company Assessment
    - 17.1.4.1. Product Portfolio
    - 17.1.4.2. Key Clients
    - 17.1.4.3. Market Share
    - 17.1.4.4. Recent News & Development (Last 3 Yrs.)
    - 17.1.4.5. Executive Team
- 17.2. Suntory Holdings Limited
- 17.3. Asahi Group Holdings Ltd.
- 17.4. Diageo plc

- 17.5. Pernod Ricard
- 17.6. Molson Coors Beverage Company
- 17.7. Constellation Brands Inc.
- 17.8. Bacardi Limited
- 17.9. Brown-Forman
- 17.10. Campari Group
- 17.11. The Boston Beer Company Inc.
- 17.12. The Mike's Hard Lemonade Company
- 17.13. Cutwater Spirits
- 17.14. BevSource
- 17.15. Manchester Drinks Company Ltd.
- 17.16. Other Prominent Players

## **18. APPENDIX**

## **19. CONSULTANT RECOMMENDATION**

## I would like to order

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