

Global RTD Alcoholic Beverage Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the RTD Alcoholic Beverage market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global RTD Alcoholic Beverage market are covered in Chapter 9:

Halewood Wines & Spirits
Carlsberg Breweries AS
Bacardi Limited
Anheuser Busch Inbev N.V.
Pernod Ricard
Heineken N.V.

The Boston Beer Company, Inc.
Diageo plc
Asahi Group Holdings, Ltd.
Mike's Hard Lemonade Co.

In Chapter 5 and Chapter 7.3, based on types, the RTD Alcoholic Beverage market from 2017 to 2027 is primarily split into:

High Alcohol Classic Cocktails
Hard Seltzers
Alcopop
Others

In Chapter 6 and Chapter 7.4, based on applications, the RTD Alcoholic Beverage market from 2017 to 2027 covers:

Store-Based
Non-Store-Based

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States
Europe
China
Japan
India
Southeast Asia
Latin America
Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the RTD Alcoholic Beverage market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global

supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the RTD Alcoholic Beverage Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application,

region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main

findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

Contents

1 RTD ALCOHOLIC BEVERAGE MARKET OVERVIEW

- 1.1 Product Overview and Scope of RTD Alcoholic Beverage Market
- 1.2 RTD Alcoholic Beverage Market Segment by Type
 - 1.2.1 Global RTD Alcoholic Beverage Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global RTD Alcoholic Beverage Market Segment by Application
 - 1.3.1 RTD Alcoholic Beverage Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global RTD Alcoholic Beverage Market, Region Wise (2017-2027)
 - 1.4.1 Global RTD Alcoholic Beverage Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
 - 1.4.2 United States RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.3 Europe RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.4 China RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.5 Japan RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.6 India RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.7 Southeast Asia RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.8 Latin America RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
 - 1.4.9 Middle East and Africa RTD Alcoholic Beverage Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of RTD Alcoholic Beverage (2017-2027)
 - 1.5.1 Global RTD Alcoholic Beverage Market Revenue Status and Outlook (2017-2027)
 - 1.5.2 Global RTD Alcoholic Beverage Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the RTD Alcoholic Beverage Market

2 INDUSTRY OUTLOOK

- 2.1 RTD Alcoholic Beverage Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
 - 2.2.1 Analysis of Financial Barriers
 - 2.2.2 Analysis of Technical Barriers
 - 2.2.3 Analysis of Talent Barriers

- 2.2.4 Analysis of Brand Barrier
- 2.3 RTD Alcoholic Beverage Market Drivers Analysis
- 2.4 RTD Alcoholic Beverage Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 RTD Alcoholic Beverage Industry Development Trends under COVID-19 Outbreak
 - 2.7.1 Global COVID-19 Status Overview
 - 2.7.2 Influence of COVID-19 Outbreak on RTD Alcoholic Beverage Industry Development

3 GLOBAL RTD ALCOHOLIC BEVERAGE MARKET LANDSCAPE BY PLAYER

- 3.1 Global RTD Alcoholic Beverage Sales Volume and Share by Player (2017-2022)
- 3.2 Global RTD Alcoholic Beverage Revenue and Market Share by Player (2017-2022)
- 3.3 Global RTD Alcoholic Beverage Average Price by Player (2017-2022)
- 3.4 Global RTD Alcoholic Beverage Gross Margin by Player (2017-2022)
- 3.5 RTD Alcoholic Beverage Market Competitive Situation and Trends
 - 3.5.1 RTD Alcoholic Beverage Market Concentration Rate
 - 3.5.2 RTD Alcoholic Beverage Market Share of Top 3 and Top 6 Players
 - 3.5.3 Mergers & Acquisitions, Expansion

4 GLOBAL RTD ALCOHOLIC BEVERAGE SALES VOLUME AND REVENUE REGION WISE (2017-2022)

- 4.1 Global RTD Alcoholic Beverage Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global RTD Alcoholic Beverage Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.4.1 United States RTD Alcoholic Beverage Market Under COVID-19
- 4.5 Europe RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.5.1 Europe RTD Alcoholic Beverage Market Under COVID-19
- 4.6 China RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.6.1 China RTD Alcoholic Beverage Market Under COVID-19

4.7 Japan RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan RTD Alcoholic Beverage Market Under COVID-19

4.8 India RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India RTD Alcoholic Beverage Market Under COVID-19

4.9 Southeast Asia RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia RTD Alcoholic Beverage Market Under COVID-19

4.10 Latin America RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America RTD Alcoholic Beverage Market Under COVID-19

4.11 Middle East and Africa RTD Alcoholic Beverage Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa RTD Alcoholic Beverage Market Under COVID-19

5 GLOBAL RTD ALCOHOLIC BEVERAGE SALES VOLUME, REVENUE, PRICE TREND BY TYPE

5.1 Global RTD Alcoholic Beverage Sales Volume and Market Share by Type (2017-2022)

5.2 Global RTD Alcoholic Beverage Revenue and Market Share by Type (2017-2022)

5.3 Global RTD Alcoholic Beverage Price by Type (2017-2022)

5.4 Global RTD Alcoholic Beverage Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global RTD Alcoholic Beverage Sales Volume, Revenue and Growth Rate of High Alcohol Classic Cocktails (2017-2022)

5.4.2 Global RTD Alcoholic Beverage Sales Volume, Revenue and Growth Rate of Hard Seltzers (2017-2022)

5.4.3 Global RTD Alcoholic Beverage Sales Volume, Revenue and Growth Rate of Alcopop (2017-2022)

5.4.4 Global RTD Alcoholic Beverage Sales Volume, Revenue and Growth Rate of Others (2017-2022)

6 GLOBAL RTD ALCOHOLIC BEVERAGE MARKET ANALYSIS BY APPLICATION

6.1 Global RTD Alcoholic Beverage Consumption and Market Share by Application (2017-2022)

6.2 Global RTD Alcoholic Beverage Consumption Revenue and Market Share by

Application (2017-2022)

6.3 Global RTD Alcoholic Beverage Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global RTD Alcoholic Beverage Consumption and Growth Rate of Store-Based (2017-2022)

6.3.2 Global RTD Alcoholic Beverage Consumption and Growth Rate of Non-Store-Based (2017-2022)

7 GLOBAL RTD ALCOHOLIC BEVERAGE MARKET FORECAST (2022-2027)

7.1 Global RTD Alcoholic Beverage Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global RTD Alcoholic Beverage Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global RTD Alcoholic Beverage Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global RTD Alcoholic Beverage Price and Trend Forecast (2022-2027)

7.2 Global RTD Alcoholic Beverage Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa RTD Alcoholic Beverage Sales Volume and Revenue Forecast (2022-2027)

7.3 Global RTD Alcoholic Beverage Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global RTD Alcoholic Beverage Revenue and Growth Rate of High Alcohol Classic Cocktails (2022-2027)

7.3.2 Global RTD Alcoholic Beverage Revenue and Growth Rate of Hard Seltzers (2022-2027)

7.3.3 Global RTD Alcoholic Beverage Revenue and Growth Rate of Alcopop (2022-2027)

7.3.4 Global RTD Alcoholic Beverage Revenue and Growth Rate of Others (2022-2027)

7.4 Global RTD Alcoholic Beverage Consumption Forecast by Application (2022-2027)

7.4.1 Global RTD Alcoholic Beverage Consumption Value and Growth Rate of Store-Based(2022-2027)

7.4.2 Global RTD Alcoholic Beverage Consumption Value and Growth Rate of Non-Store-Based(2022-2027)

7.5 RTD Alcoholic Beverage Market Forecast Under COVID-19

8 RTD ALCOHOLIC BEVERAGE MARKET UPSTREAM AND DOWNSTREAM ANALYSIS

8.1 RTD Alcoholic Beverage Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of RTD Alcoholic Beverage Analysis

8.6 Major Downstream Buyers of RTD Alcoholic Beverage Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the RTD Alcoholic Beverage Industry

9 PLAYERS PROFILES

9.1 Halewood Wines & Spirits

9.1.1 Halewood Wines & Spirits Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 RTD Alcoholic Beverage Product Profiles, Application and Specification

9.1.3 Halewood Wines & Spirits Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Carlsberg Breweries AS

9.2.1 Carlsberg Breweries AS Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 RTD Alcoholic Beverage Product Profiles, Application and Specification

- 9.2.3 Carlsberg Breweries AS Market Performance (2017-2022)
- 9.2.4 Recent Development
- 9.2.5 SWOT Analysis
- 9.3 Bacardi Limited
 - 9.3.1 Bacardi Limited Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.3.2 RTD Alcoholic Beverage Product Profiles, Application and Specification
 - 9.3.3 Bacardi Limited Market Performance (2017-2022)
 - 9.3.4 Recent Development
 - 9.3.5 SWOT Analysis
- 9.4 Anheuser Busch Inbev N.V.
 - 9.4.1 Anheuser Busch Inbev N.V. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.4.2 RTD Alcoholic Beverage Product Profiles, Application and Specification
 - 9.4.3 Anheuser Busch Inbev N.V. Market Performance (2017-2022)
 - 9.4.4 Recent Development
 - 9.4.5 SWOT Analysis
- 9.5 Pernod Ricard
 - 9.5.1 Pernod Ricard Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.5.2 RTD Alcoholic Beverage Product Profiles, Application and Specification
 - 9.5.3 Pernod Ricard Market Performance (2017-2022)
 - 9.5.4 Recent Development
 - 9.5.5 SWOT Analysis
- 9.6 Heineken N.V.
 - 9.6.1 Heineken N.V. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.6.2 RTD Alcoholic Beverage Product Profiles, Application and Specification
 - 9.6.3 Heineken N.V. Market Performance (2017-2022)
 - 9.6.4 Recent Development
 - 9.6.5 SWOT Analysis
- 9.7 The Boston Beer Company, Inc.
 - 9.7.1 The Boston Beer Company, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.7.2 RTD Alcoholic Beverage Product Profiles, Application and Specification
 - 9.7.3 The Boston Beer Company, Inc. Market Performance (2017-2022)
 - 9.7.4 Recent Development
 - 9.7.5 SWOT Analysis
- 9.8 Diageo plc

9.8.1 Diageo plc Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 RTD Alcoholic Beverage Product Profiles, Application and Specification

9.8.3 Diageo plc Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

9.9 Asahi Group Holdings, Ltd.

9.9.1 Asahi Group Holdings, Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 RTD Alcoholic Beverage Product Profiles, Application and Specification

9.9.3 Asahi Group Holdings, Ltd. Market Performance (2017-2022)

9.9.4 Recent Development

9.9.5 SWOT Analysis

9.10 Mike's Hard Lemonade Co.

9.10.1 Mike's Hard Lemonade Co. Basic Information, Manufacturing Base, Sales Region and Competitors

9.10.2 RTD Alcoholic Beverage Product Profiles, Application and Specification

9.10.3 Mike's Hard Lemonade Co. Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

11.1 Methodology

11.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure RTD Alcoholic Beverage Product Picture

Table Global RTD Alcoholic Beverage Market Sales Volume and CAGR (%)

Comparison by Type

Table RTD Alcoholic Beverage Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global RTD Alcoholic Beverage Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global RTD Alcoholic Beverage Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on RTD Alcoholic Beverage Industry Development

Table Global RTD Alcoholic Beverage Sales Volume by Player (2017-2022)

Table Global RTD Alcoholic Beverage Sales Volume Share by Player (2017-2022)

Figure Global RTD Alcoholic Beverage Sales Volume Share by Player in 2021

Table RTD Alcoholic Beverage Revenue (Million USD) by Player (2017-2022)

Table RTD Alcoholic Beverage Revenue Market Share by Player (2017-2022)

Table RTD Alcoholic Beverage Price by Player (2017-2022)

Table RTD Alcoholic Beverage Gross Margin by Player (2017-2022)
Table Mergers & Acquisitions, Expansion Plans
Table Global RTD Alcoholic Beverage Sales Volume, Region Wise (2017-2022)
Table Global RTD Alcoholic Beverage Sales Volume Market Share, Region Wise (2017-2022)
Figure Global RTD Alcoholic Beverage Sales Volume Market Share, Region Wise (2017-2022)
Figure Global RTD Alcoholic Beverage Sales Volume Market Share, Region Wise in 2021
Table Global RTD Alcoholic Beverage Revenue (Million USD), Region Wise (2017-2022)
Table Global RTD Alcoholic Beverage Revenue Market Share, Region Wise (2017-2022)
Figure Global RTD Alcoholic Beverage Revenue Market Share, Region Wise (2017-2022)
Figure Global RTD Alcoholic Beverage Revenue Market Share, Region Wise in 2021
Table Global RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table United States RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Europe RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table China RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Japan RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table India RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Southeast Asia RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Latin America RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Middle East and Africa RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Global RTD Alcoholic Beverage Sales Volume by Type (2017-2022)
Table Global RTD Alcoholic Beverage Sales Volume Market Share by Type (2017-2022)
Figure Global RTD Alcoholic Beverage Sales Volume Market Share by Type in 2021
Table Global RTD Alcoholic Beverage Revenue (Million USD) by Type (2017-2022)

Table Global RTD Alcoholic Beverage Revenue Market Share by Type (2017-2022)

Figure Global RTD Alcoholic Beverage Revenue Market Share by Type in 2021

Table RTD Alcoholic Beverage Price by Type (2017-2022)

Figure Global RTD Alcoholic Beverage Sales Volume and Growth Rate of High Alcohol Classic Cocktails (2017-2022)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of High Alcohol Classic Cocktails (2017-2022)

Figure Global RTD Alcoholic Beverage Sales Volume and Growth Rate of Hard Seltzers (2017-2022)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Hard Seltzers (2017-2022)

Figure Global RTD Alcoholic Beverage Sales Volume and Growth Rate of Alcopop (2017-2022)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Alcopop (2017-2022)

Figure Global RTD Alcoholic Beverage Sales Volume and Growth Rate of Others (2017-2022)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Others (2017-2022)

Table Global RTD Alcoholic Beverage Consumption by Application (2017-2022)

Table Global RTD Alcoholic Beverage Consumption Market Share by Application (2017-2022)

Table Global RTD Alcoholic Beverage Consumption Revenue (Million USD) by Application (2017-2022)

Table Global RTD Alcoholic Beverage Consumption Revenue Market Share by Application (2017-2022)

Table Global RTD Alcoholic Beverage Consumption and Growth Rate of Store-Based (2017-2022)

Table Global RTD Alcoholic Beverage Consumption and Growth Rate of Non-Store-Based (2017-2022)

Figure Global RTD Alcoholic Beverage Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global RTD Alcoholic Beverage Price and Trend Forecast (2022-2027)

Figure USA RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa RTD Alcoholic Beverage Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa RTD Alcoholic Beverage Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global RTD Alcoholic Beverage Market Sales Volume Forecast, by Type

Table Global RTD Alcoholic Beverage Sales Volume Market Share Forecast, by Type

Table Global RTD Alcoholic Beverage Market Revenue (Million USD) Forecast, by Type

Table Global RTD Alcoholic Beverage Revenue Market Share Forecast, by Type

Table Global RTD Alcoholic Beverage Price Forecast, by Type

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of High Alcohol Classic Cocktails (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of High Alcohol Classic Cocktails (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Hard Seltzers (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Hard Seltzers (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Alcopop (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Alcopop (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Others (2022-2027)

Figure Global RTD Alcoholic Beverage Revenue (Million USD) and Growth Rate of Others (2022-2027)

Table Global RTD Alcoholic Beverage Market Consumption Forecast, by Application

Table Global RTD Alcoholic Beverage Consumption Market Share Forecast, by Application

Table Global RTD Alcoholic Beverage Market Revenue (Million USD) Forecast, by Application

Table Global RTD Alcoholic Beverage Revenue Market Share Forecast, by Application

Figure Global RTD Alcoholic Beverage Consumption Value (Million USD) and Growth Rate of Store-Based (2022-2027)

Figure Global RTD Alcoholic Beverage Consumption Value (Million USD) and Growth Rate of Non-Store-Based (2022-2027)

Figure RTD Alcoholic Beverage Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Halewood Wines & Spirits Profile

Table Halewood Wines & Spirits RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Halewood Wines & Spirits RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Halewood Wines & Spirits Revenue (Million USD) Market Share 2017-2022

Table Carlsberg Breweries AS Profile

Table Carlsberg Breweries AS RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Carlsberg Breweries AS RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Carlsberg Breweries AS Revenue (Million USD) Market Share 2017-2022

Table Bacardi Limited Profile

Table Bacardi Limited RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Bacardi Limited RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Bacardi Limited Revenue (Million USD) Market Share 2017-2022

Table Anheuser Busch Inbev N.V. Profile

Table Anheuser Busch Inbev N.V. RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Anheuser Busch Inbev N.V. RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Anheuser Busch Inbev N.V. Revenue (Million USD) Market Share 2017-2022

Table Pernod Ricard Profile

Table Pernod Ricard RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Pernod Ricard RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Pernod Ricard Revenue (Million USD) Market Share 2017-2022

Table Heineken N.V. Profile

Table Heineken N.V. RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Heineken N.V. RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Heineken N.V. Revenue (Million USD) Market Share 2017-2022

Table The Boston Beer Company, Inc. Profile

Table The Boston Beer Company, Inc. RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure The Boston Beer Company, Inc. RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure The Boston Beer Company, Inc. Revenue (Million USD) Market Share 2017-2022

Table Diageo plc Profile

Table Diageo plc RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Diageo plc RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Diageo plc Revenue (Million USD) Market Share 2017-2022

Table Asahi Group Holdings, Ltd. Profile

Table Asahi Group Holdings, Ltd. RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Asahi Group Holdings, Ltd. RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Asahi Group Holdings, Ltd. Revenue (Million USD) Market Share 2017-2022

Table Mike's Hard Lemonade Co. Profile

Table Mike's Hard Lemonade Co. RTD Alcoholic Beverage Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Mike's Hard Lemonade Co. RTD Alcoholic Beverage Sales Volume and Growth Rate

Figure Mike's Hard Lemonade Co. Revenue (Million USD) Market Share 2017-2022

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