

# **Asia Pacific RTD Alcoholic Beverages Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Hard Seltzers (Citrus Fruits, Berries, Tropical Fruits, Other Hard Seltzers), RTD Cocktails, Wine-Based Spritzers, and Others], Base Type (Malt-Based, Wine-Based, and Spirit-Based), Packaging Type (Bottles, Cans, and Others), Category (Low or No Sugar and Regular), and Distribution Channel (On-Trade, Off-Trade, Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Asia Pacific Ready-to-Drink (RTD) Alcoholic Beverages Market is projected to grow significantly, reaching an estimated US\$ 26,475.2 million by 2031, up from US\$ 15,504.9 million in 2024. This growth represents a compound annual growth rate (CAGR) of 8.0% from 2025 to 2031, driven by evolving consumer preferences and market dynamics.

## **Executive Summary**

The demand for RTD alcoholic beverages, including hard seltzers, is on the rise in the Asia Pacific region, particularly among younger, urban consumers. These individuals are increasingly drawn to the convenience, portability, and variety that RTDs offer, making them a popular choice for social gatherings and casual consumption. The trend towards health-consciousness is also influencing consumer choices, with a growing

interest in low-alcohol and low-sugar options. Additionally, the influence of social media and lifestyle trends has contributed to the popularity of these beverages, promoting a more casual and inclusive drinking culture.

Key players in the market are responding to this demand through strategic initiatives such as mergers, acquisitions, collaborations, and innovative product launches. For example, Suntory Holdings recently expanded its RTD portfolio with the launch of MARU-HI, a new Japanese-inspired sparkling cocktail, highlighting the industry's focus on developing unique flavors to meet consumer preferences.

## **Market Segmentation**

The Asia Pacific RTD Alcoholic Beverages Market can be segmented by various criteria:

**Product Type:** The market includes categories such as Hard Seltzers, RTD Cocktails, Wine-Based Spritzers, and others. In 2024, the 'Others' category held the largest market share.

**Base Type:** The market is divided into Malt-Based, Wine-Based, and Spirit-Based beverages, with Malt-Based products leading in market share.

**Packaging Type:** Cans are the preferred packaging format, holding the largest share in 2024, followed by bottles.

**Category:** The market is segmented into Low or No Sugar and Regular categories, with Regular products dominating the market.

**Distribution Channel:** The Off-Trade channel, which includes retail outlets, accounted for the largest share in 2024, reflecting consumer preferences for purchasing RTD beverages from supermarkets and licensed retail outlets.

## **Market Outlook**

The Asia Pacific RTD Alcoholic Beverages Market is poised for substantial growth, particularly through the expansion of on-trade channels such as bars, restaurants, and hotels, as well as e-commerce platforms. The shift towards convenience and premium experiences is driving demand for RTD products across these channels. Bars and

restaurants are increasingly incorporating RTD beverages into their menus, catering to consumers who seek high-quality alternatives to traditional cocktails.

E-commerce and alcohol delivery services are also transforming the purchasing landscape for RTD beverages. For instance, data from the National Bureau of Statistics of China indicates that per capita consumption expenditure on food, tobacco, and liquor was significant, highlighting the growing market potential. In India, licensed retail outlets account for about 90% of alcohol sales, indicating a strong demand for RTD products through established retail channels.

## Country Insights

The market is further segmented by country, with Japan holding the largest share in 2024. Japanese consumers are increasingly interested in novel and convenient drinking options, leading to a rise in demand for RTD cocktails and hard seltzers. The busy lifestyles of urban professionals are driving the need for convenient alcoholic beverages that do not require professional mixing, thus boosting the popularity of high-quality RTD offerings. The trend of premiumization in the beverage sector is particularly strong in Japan, where consumers are willing to pay for quality and unique flavors.

## Competitive Landscape

Key players in the RTD Alcoholic Beverages Market include Bacardi Ltd, Constellation Brands Inc, Pernod Ricard SA, Anheuser-Busch InBev NV, and Diageo Plc, among others. These companies are actively pursuing strategies such as product innovation, market expansion, and mergers and acquisitions to enhance their market presence and cater to the evolving preferences of consumers.

In conclusion, the Asia Pacific RTD Alcoholic Beverages Market is set for robust growth, driven by changing consumer preferences, the rise of e-commerce, and the increasing popularity of convenient and premium drinking options. As the market evolves, key players will continue to innovate and adapt to meet the demands of a dynamic consumer base.

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