

# **Europe RTD Cocktails Market Forecast to 2030 - Regional Analysis - by Base Type (Malt Based, Tequila Based, Vodka Based, Whiskey Based, and Others), Packaging Type (Bottles, Cans, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Europe RTD cocktails market was valued at US\$ 7,056.43 million in 2022 and is expected to reach US\$ 16,178.37 million by 2030; it is estimated to grow at a CAGR of 10.9% from 2022 to 2030.

### **Influence of social media and Celebrities fuel the Europe RTD Cocktails Market**

Social media is playing a crucial role in changing the lifestyles of people. Over the past few years, the number of social media users has increased dramatically, owing to the rising penetration of the internet and smartphones. Thus, major global manufacturers are showcasing their products on social media platforms to generate more revenue. For instance, Diageo plc, one of the prominent RTD cocktail manufacturers, stepped up its multi-million-dollar partnership with Facebook to market its products.

Moreover, people are heavily influenced by social media influencers and celebrities and try to follow them. Brands benefit from the growing influence of social media and celebrities on people. Celebrities heavily promote RTD cocktails and are also getting involved in the businesses.

### **Europe RTD Cocktails Market Overview**

The Europe RTD cocktails market is thriving because of increasing urbanization and changing consumer preferences. The RTD cocktail consumers in Germany, France, the UK, Russia, and Italy are extensively looking for innovative beverage options. RTD cocktails provide a wide range of flavors and ingredients catering to the evolving preferences of consumers for malt-based, tequila-based, vodka-based, and whiskey-based RTD cocktails. The growing trend of celebrations at every event encourages the demand for on-the-go RTD cocktails. RTD cocktails offer a convenient and portable solution for consumers who want to enjoy cocktails without the hassle of mixing ingredients. Rising adoption of on-the-go lifestyles and increasing demand for convenience have primarily contributed to the increasing popularity of RTD cocktails. Moreover, the growing health and wellness among Europeans surged the demand for "low calories" RTD cocktails. Hence, to cater to the consumers' requirement for "low calories," key regional industry participants are progressively innovating the products. For instance, in December 2020, Boe Gin, a distiller based in Scotland, launched low-calorie gin and lemonade cans. The Bo? Violet with Rose Lemonade and Bo? Passionfruit with Sicilian Lemonade RTD cocktails offered by the company have 5.5% alcohol by volume (ABV) and contain less than 80 calories per 250 ml can.

## Europe RTD Cocktails Market Revenue and Forecast to 2030 (US\$ Million)

### Europe RTD Cocktails Market Segmentation

The Europe RTD cocktails market is segmented based on base type, packaging type, distribution channel, and country. Based on base type, the Europe RTD cocktails market is segmented into malt based, tequila based, vodka based, whiskey based, and others. The malt based segment held the largest market share in 2022.

Based on packaging type, the Europe RTD cocktails market is segmented into bottles, cans, and others. The cans segment held the largest market share in 2022.

Based on distribution channel, the Europe RTD cocktails market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2022.

Based on country, the Europe RTD cocktails market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe RTD cocktails market share in 2022.

Bacardi Limited, Beam Suntory Inc, Constellation Brands Inc, and New Holland Brewing Co LLC are some of the leading players operating in the Europe RTD cocktails market.

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