

# **Middle East & Africa 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 Middle East & Africa RTD cocktails market was valued at US\$ 725.15 million in 2022 and is expected to reach US\$ 2,047.59 million by 2030; it is estimated to grow at a CAGR of 13.9% from 2022 to 2030.

### **Influence of Social Media and Celebrities Fuel the Middle East & Africa 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. For instance, Thomas Ashbourne Craft Spirits is the latest company to work with celebrities in order to build a brand image. Celebrities such as Sarah Jessica Parker and John Cena have partnered in founding the spirit company. They launched

classic RTD canned cocktails, including “The Perfect Cosmo” and “The Classic Old Fashioned.” Moreover, many celebrities, including Justin Timberlake, Kendall Jenner, and Pitbull, own spirit companies. These celebrities have a large fan base across the globe, and these fans are influenced by celebrity lifestyle, which increases the product sale marketed or founded by them. Thus, the increasing influence of social media and celebrities on RTD cocktails is expected to bring new trends to the RTD cocktails market in the coming years.

## Middle East & Africa RTD Cocktails Market Overview

The Middle East & Africa is experiencing significant growth in the RTD cocktails market owing to the growing young population and increasing social media influence on them. According to the Organization for Economic Co-operation and Development (OECD), in 2021, young people under the age of 30 contributed to more than 55% of the population across the Middle East & North Africa. The young population in the region is increasingly influenced by social media and global trends. With their visually appealing and eco-friendly packaging, RTD cocktails have gained popularity among this demographic. The region consists of countries such as the UAE and Saudi Arabia with different cultural and religious beliefs, some of which restrict or discourage the consumption of alcoholic beverages. These factors may limit the RTD cocktails market growth. In some countries of the Middle East & Africa, the RTD cocktails market is in its early stages owing to the less awareness of the RTD cocktails concept; hence, it offers lucrative opportunities to the RTD industry players to explore untapped markets for RTD cocktails. The growth of the middle-class population across the region, coupled with the increase in disposable income, has contributed to a shift in a consumer's preference toward premium and indulgent alcoholic beverages such as premium RTD cocktails. Also, sustainability has become a significant trend in the region across various industries, including RTD cocktails. Consumers in the region are showing an increasing preference for environment-friendly packaging options. Hence, RTD cocktail manufacturers are adopting sustainable packaging materials and practices to align with this trend. All these factors collectively contribute to the RTD cocktails market growth in the Middle East & Africa.

## Middle East & Africa RTD Cocktails Market Revenue and Forecast to 2030 (US\$ Million)

### Middle East & Africa RTD Cocktails Market Segmentation

The Middle East & Africa RTD cocktails market is segmented based on base type,

packaging type, distribution channel, and country.

Based on base type, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa RTD cocktails market is segmented into South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa RTD cocktails market share in 2022.

Bacardi Limited, Beam Suntory Inc, The Coca-Cola Company, and Pernod Ricard SA are some of the leading players operating in the Middle East & Africa RTD cocktails market.

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