

RTD Alcoholic Beverages Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Hard Seltzers (Citrus Fruits, Berries, Tropical Fruits, and 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], Distribution Channel [On-Trade and Off-Trade (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)], and Geography

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Abstracts

The RTD alcoholic beverages market size is projected to reach US\$ 75.30 billion by 2031 from US\$ 46.64 billion in 2024. The market is expected to register a CAGR of 7.1% during 2025–2031.

RTD alcoholic beverages has gained significant attention in the global market due to its premiumization and innovations catering to a wide range of consumer preferences.

Consumers are seeking high-quality ingredients, unique flavor profiles, and enhanced drinking experiences that align with evolving lifestyles. Premiumization reflects a shift toward better-for-you, craft-inspired, and sophisticated RTD offerings that appeal to consumers willing to pay a premium for a better taste profile, authenticity, and natural

ingredients. Flavor experimentation has expanded beyond conventional citrus and berry profiles to incorporate exotic fruits, herbal infusions, and global-inspired blends, catering to consumers' growing interest in premium taste experience. According to an International Wine and Spirits Record report published in August 2023, RTD beverage consumers are increasingly trading up to spirit-based RTD cocktails, and the super-premium price tier of RTDs recorded a compound annual growth rate of +71% from 2018 to 2021.

Product innovation drives the adoption of RTD alcoholic beverages, helps companies extend their reach in domestic markets, and gains a competitive edge in international markets. For instance, in February 2025, Hailee Steinfeld, in partnership with Premium Beers Group, announced the launch of Angel Margarita. The launched premium ready-to-drink margarita cocktail is made with 100% Agave Tequila and is available in flavors such as Lime, Grapefruit Paloma, Ranch Water, and Wild Berry. Hard seltzers, generally available in lemon flavor, are now available in combinations such as yuzu-ginger, elderflower-lavender, and passionfruit-chili, elevating their appeal to sophisticated palates. Further, innovations in RTD cocktails infused with wine, craft spirits, and barrel-aged spirits offer bar-quality experience in cans. For instance, in 2024, Coca-Cola and Bacardi announced the launch of the RTD cocktail 'Bacardi Rum Mixed with Coca-Cola RTD' in European markets and Mexico, expected in 2025.

Packaging innovations are gaining traction among environmentally conscious consumers seeking sleek, sustainable, and eco-friendly formats. Brands are exploring recyclable aluminum cans, paper-based cartons, and premium branding to align with sustainability trends and luxury appeal. In June 2022, Holla Spirits, a spirit company, introduced convenient, on-the-go pouch line packaging for its ready-to-drink cocktails (RTDs). The premixed drinks, made with organic vodka and coconut water, are available in natural lime, watermelon, and papaya flavors with attractive pouch packaging. In June 2022, buzzbox premium cocktails announced new packaging across its portfolio of ready-to-drink cocktails. This packaging includes bold new colors and vibrant graphics that prominently showcase the cocktail name, followed by the featured spirit, such as small batch rum or premium vodka. The new designs also replace the plastic straw with the Dreamcap, Tetra Pak's state-of-the-art resealable screw cap made from renewable materials. Thus, the premiumization and innovations in RTD alcoholic beverages drive the growth of the market.

A few players operating in the RTD alcoholic beverages market are A. Bacardi Ltd, Pernod Ricard SA, Diageo Plc, Beam Suntory Inc, Heineken NV, Firebrand Brewing Limited, Anheuser-Busch InBev NV, Mark Anthony Brands International, RTM

Beverages, Constellation Brands Inc, Spritz Bev Inc, Signal Hill Products Pty Ltd, RAMONA, The Boston Beer Co, Molson Coors Beverage Co and among others. Players operating in the RTD alcoholic beverages market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall RTD alcoholic beverages market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the RTD alcoholic beverages market.

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