

# **South & Central America 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)**

<https://marketpublishers.com/r/S59654E52615EN.html>

Date: January 2024

Pages: 64

Price: US\$ 3,550.00 (Single User License)

ID: S59654E52615EN

## **Abstracts**

The South & Central America RTD cocktails market was valued at US\$ 1,727.15 million in 2022 and is expected to reach US\$ 5,407.08 million by 2030; it is estimated to grow at a CAGR of 15.3% from 2022 to 2030 .

### **Consumer Inclination Towards Innovative Flavors Fuel the South & Central America RTD Cocktails Market**

Over the recent years, there has been a noticeable shift in what consumers seek in their beverage choices. This shift primarily revolves around a desire for premium and craft experiences.

Consumers no longer solely prioritize convenience but also demand quality and authenticity in their RTD cocktails. They are seeking beverages that offer not just refreshment but a heightened sensory experience. This includes the exploration of unique and artisanal flavor profiles that go beyond traditional cocktail offerings.

As a result, the RTD cocktail market has witnessed a surge in the production of high-quality, handcrafted RTD cocktails, often with a focus on natural ingredients and creative combinations. Consumers are willing to pay a premium for these products,

driven by the desire for sophisticated and memorable drinking experiences.

The changing preferences align with a broader trend in the beverage industry, where consumers are increasingly valuing the craftsmanship and flavor complexity found in premium and craft offerings. As such, manufacturers have the opportunity to innovate, experiment with flavors, and elevate their RTD cocktail products to cater to this discerning consumer base, ultimately offering prosperous opportunities to the market.

### South & Central America RTD Cocktails Market Overview

According to the World Health Organization (WHO), in Latin America and the Caribbean, total alcohol consumption per capita was 6.3 liters in 2018, and the urban population has contributed significantly to alcohol consumption. The growing urban population in South & Central America has shifted consumer preferences toward RTD alcoholic beverages, including cocktails. Since the COVID-19 pandemic, there has been a rising trend of socializing and entertaining at home, where consumers increasingly enjoy pre-mixed cocktails without needing a professional bartender.

RTD cocktails are often priced higher compared to traditional alcoholic beverages, which is significantly limiting RTD cocktails consumption for price-sensitive consumers. However, consumers are willing to pay more for premium RTD cocktails that offers a sophisticated drinking experience, using premium spirits and natural ingredients. In South & Central America, rum, tequila, cachaça, pisco, and mezcal are popular RTD alcoholic beverages that are often consumed and are manufactured based on a variety of regional ingredients such as sugar cane (cachaça and rum), agave (mezcal and tequila), anise (Colombian aguardiente), and grape (pisco). Hence, the popularity of natural ingredients and authenticity in RTD cocktails further provides a massive opportunity for manufacturers to incorporate unique flavors and natural ingredients in their RTD cocktails.

### South & Central America RTD Cocktails Market Revenue and Forecast to 2030 (US\$ Million)

### South & Central America RTD Cocktails Market Segmentation

The South & Central America RTD cocktails market is segmented based on base type, packaging type, distribution channel, and country.

Based on base type, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America RTD cocktails market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America RTD cocktails market share in 2022.

Bacardi Limited, Beam Suntory Inc, Bom Dia Imports LLC, and Cepas Argentinas SA are some of the leading players operating in the South & Central America RTD cocktails market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. SOUTH & CENTRAL AMERICA RTD COCKTAILS MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Material Suppliers
  - 4.3.2 Manufacturers
  - 4.3.3 Distribution Channel:

### **5. SOUTH & CENTRAL AMERICA RTD COCKTAILS MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Strong Preference for RTD Alcoholic Beverages Among Consumers
  - 5.1.2 Strategic Development Initiatives by Manufacturers
- 5.2 Market Restraints

- 5.2.1 Complex and Diverse Regulations
- 5.3 Market Opportunities
  - 5.3.1 Consumer Inclination Towards Innovative Flavors
- 5.4 Future Trends
  - 5.4.1 Influence of social media and Celebrities
- 5.5 Impact of Drivers and Restraints:

## **6. RTD COCKTAILS MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS**

- 6.1 RTD Cocktails Market Revenue (US\$ Million), 2020 – 2030
- 6.2 South & Central America RTD Cocktails Market Forecast and Analysis

## **7. SOUTH & CENTRAL AMERICA RTD COCKTAILS MARKET ANALYSIS - BASE TYPE**

- 7.1 Malt Based
  - 7.1.1 Overview
  - 7.1.2 Malt Based Market Volume, Revenue and Forecast to 2030 (US\$ Million)
- 7.2 Tequila Based
  - 7.2.1 Overview
  - 7.2.2 Tequila Based Market Volume, Revenue and Forecast to 2030 (US\$ Million)
- 7.3 Vodka Based
  - 7.3.1 Overview
  - 7.3.2 Vodka Based Market Volume, Revenue and Forecast to 2030 (US\$ Million)
- 7.4 Whiskey Based
  - 7.4.1 Overview
  - 7.4.2 Whiskey Based Market Volume, Revenue and Forecast to 2030 (US\$ Million)
- 7.5 Others
  - 7.5.1 Overview
  - 7.5.2 Others Market Volume, Revenue and Forecast to 2030 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA RTD COCKTAILS MARKET ANALYSIS – PACKAGING TYPE**

- 8.1 Bottles
  - 8.1.1 Overview
  - 8.1.2 Bottles Market Value, Revenue and Forecast to 2030 (US\$ Million)
- 8.2 Cans

8.2.1 Overview

8.2.2 Cans Market Value, Revenue and Forecast to 2030 (US\$ Million)

8.3 Others

8.3.1 Overview

8.3.2 Others Market Value, Revenue and Forecast to 2030 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA RTD COCKTAILS MARKET ANALYSIS - DISTRIBUTION CHANNEL**

9.1 Supermarkets & Hypermarkets

9.1.1 Overview

9.1.2 Supermarkets & Hypermarkets Market Value, Revenue, and Forecast to 2030 (US\$ Million)

9.2 Specialty Stores

9.2.1 Overview

9.2.2 Specialty Stores Market Value, Revenue, and Forecast to 2030 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail Market Value, Revenue, and Forecast to 2030 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others Market Value, Revenue, and Forecast to 2030 (US\$ Million)

## **10. SOUTH & CENTRAL AMERICA RTD COCKTAILS MARKET – COUNTRY ANALYSIS**

10.1 South & Central America

10.1.1 South & Central America RTD Cocktails Market Overview

10.1.2 South & Central America RTD Cocktails Market Revenue and Forecasts and Analysis - By Countries

10.1.2.1 RTD Cocktails Market Breakdown by Country

10.1.2.2 Brazil RTD Cocktails Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.2.2.1 Brazil RTD Cocktails Market Breakdown by Base Type

10.1.2.2.2 Brazil RTD Cocktails Market Breakdown by Packaging Type

10.1.2.2.3 Brazil RTD Cocktails Market Breakdown by Distribution Channel

10.1.2.3 Argentina RTD Cocktails Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.2.3.1 Argentina RTD Cocktails Market Breakdown by Base Type

10.1.2.3.2 Argentina RTD Cocktails Market Breakdown by Packaging Type

- 10.1.2.3.3 Argentina RTD Cocktails Market Breakdown by Distribution Channel
- 10.1.2.4 Rest of South & Central America RTD Cocktails Market Revenue and Forecasts to 2030 (US\$ Million)
  - 10.1.2.4.1 Rest of South & Central America RTD Cocktails Market Breakdown by Base Type
  - 10.1.2.4.2 Rest of South & Central America RTD Cocktails Market Breakdown by Packaging Type
  - 10.1.2.4.3 Rest of South & Central America RTD Cocktails Market Breakdown by Distribution Channel

## **11. COMPETITIVE LANDSCAPE**

- 11.1 Heat Map Analysis by Key Players

## **12. RTD COCKTAILS MARKET INDUSTRY LANDSCAPE**

- 12.1 Overview
- 12.2 Merger and Acquisitions
- 12.3 Expansion
- 12.4 Product Launch

## **13. COMPANY PROFILES**

- 13.1 Bacardi Limited
  - 13.1.1 Key Facts
  - 13.1.2 Business Description
  - 13.1.3 Products and Services
  - 13.1.4 Financial Overview
  - 13.1.5 SWOT Analysis
  - 13.1.6 Key Developments
- 13.2 Beam Suntory Inc
  - 13.2.1 Key Facts
  - 13.2.2 Business Description
  - 13.2.3 Products and Services
  - 13.2.4 Financial Overview
  - 13.2.5 SWOT Analysis
  - 13.2.6 Key Developments
- 13.3 Bom Dia Imports LLC
  - 13.3.1 Key Facts

- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments
- 13.4 Cepas Argentinas SA
  - 13.4.1 Key Facts
  - 13.4.2 Business Description
  - 13.4.3 Products and Services
  - 13.4.4 Financial Overview
  - 13.4.5 SWOT Analysis
  - 13.4.6 Key Developments

## **14. APPENDIX**



## List Of Tables

### LIST OF TABLES

Table 1. South & Central America RTD Cocktails Market Segmentation

Table 2. South & Central America RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million)

Table 3. Brazil RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Base Type

Table 4. Brazil RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Packaging Type

Table 5. Brazil RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

Table 6. Argentina RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Base Type

Table 7. Argentina RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Packaging Type

Table 8. Argentina RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

Table 9. Rest of South & Central America RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Base Type

Table 10. Rest of South & Central America RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Packaging Type

Table 11. Rest of South & Central America RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

Table 12. Company Positioning & Concentration

## List Of Figures

### LIST OF FIGURES

Figure 1. South & Central America RTD Cocktails Market Segmentation, By Country

Figure 2. Porter's Five Forces Analysis

Figure 3. Ecosystem: South & Central America RTD Cocktails Market

Figure 4. South & Central America RTD Cocktails Market - Key Industry Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. South & Central America RTD Cocktails Market Revenue (US\$ Million), 2020 – 2030

Figure 7. South & Central America RTD Cocktails Market Share (%) – Base Type, 2022 and 2030

Figure 8. Malt Based Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 9. Tequila Based Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 10. Vodka Based Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 11. Whiskey Based Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 12. Others Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 13. South & Central America RTD Cocktails Market Share (%) – Packaging Type, 2022 and 2030

Figure 14. Bottles Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 15. Cans Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 16. Others Based Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 17. South & Central America RTD Cocktails Market Share (%) – Distribution Channel, 2022 and 2030

Figure 18. Supermarkets & Hypermarkets Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 19. Specialty Stores Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 20. Online Retail Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 21. Others Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 22. South & Central America RTD Cocktails Market, by Key Countries – Revenue (2022) (US\$ Million)

Figure 23. RTD Cocktails Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 24. Brazil RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 25. Argentina RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 26. Rest of South & Central America RTD Cocktails Market Revenue and Forecasts To 2030 (US\$ Million)

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