

RTD Spirits Market Size, Share, and Outlook, 2025 Report- By Type (Whiskey, Rum, Vodka, Others), Packaging (Bottle, Canned, Draught), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Convenience Store, Online, Others), and Companies, 2021-2032

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Abstracts

RTD Spirits Market Outlook

The global RTD Spirits market is expected to register a growth rate of 5.2% during the forecast period from \$3.8 Billion in 2024 to \$5.7 Billion in 2032. The RTD Spirits market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on RTD Spirits segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Whiskey, Rum, Vodka, Others), Packaging (Bottle, Canned, Draught), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Convenience Store, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on RTD Spirits markets.

RTD Spirits Market Insights, 2025

The ready-to-drink (RTD) spirits market is flourishing due to growing demand for convenience, portability, and premium flavor experiences. Consumers—particularly younger demographics—are increasingly opting for pre-mixed cocktails, hard seltzers with spirits, and spirit-based spritzers that offer bar-like quality in a grab-and-go format.

Innovations in flavor (e.g., yuzu vodka soda, espresso martini in cans), low-calorie and low-ABV variants, and Instagrammable packaging have helped RTD spirits shed their previous “cheap drink” image. Major players like Diageo, Bacardi, and Beam Suntory are expanding their portfolios with premium RTD brands and investing in sustainable can packaging. The crossover of mixology with convenience, especially in outdoor, travel, and social settings, is giving RTD spirits a significant edge over traditional bottled spirits in certain use cases. Retailers and alcohol delivery platforms are also offering curated RTD collections, elevating their visibility in both physical and digital storefronts.

Five Trends that will define global RTD Spirits market in 2025 and Beyond

A closer look at the multi-million global market for RTD Spirits identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading RTD Spirits companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the RTD Spirits industry?

The RTD Spirits sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

RTD Spirits Market Segment Insights

The RTD Spirits industry presents strong offers across categories. The analytical report offers forecasts of RTD Spirits industry performance across segments and countries. Key segments in the industry include By Type (Whiskey, Rum, Vodka, Others), Packaging (Bottle, Canned, Draught), Distribution Channel (Supermarkets and Hypermarkets, Liquor Stores, Convenience Store, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for

Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, RTD Spirits market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global RTD Spirits industry ecosystem. It assists decision-makers in evaluating global RTD Spirits market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the RTD Spirits industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific RTD Spirits Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe RTD Spirits Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for RTD Spirits with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key RTD Spirits market drivers and

opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US RTD Spirits market Insights Executives are most excited about opportunities for the US RTD Spirits industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US RTD Spirits companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American RTD Spirits market.

Latin American RTD Spirits market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa RTD Spirits Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African RTD Spirits markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern RTD Spirits markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How RTD Spirits companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Diageo plc, Bacardi Limited, Pernod Ricard SA, Anheuser-Busch InBev SA/NV, Molson Coors Beverage Company, Beam Suntory Inc., Brown-Forman Corporation, Constellation Brands, Inc., The Edrington Group, William Grant and Sons Ltd., Davide Campari-Milano N.V., Remy Cointreau Group, Belvedere SA, Fifth Generation, Inc.

RTD Spirits Market Scope

Leading Segments

By Type

Whiskey

Rum

Vodka

Others

By Packaging

Bottle

Canned

Draught

By Distribution Channels

Supermarkets and Hypermarkets

Liquor Stores

Convenience Store

Online

Others

Leading Companies

Diageo plc

Bacardi Limited

Pernod Ricard SA

Anheuser-Busch InBev SA/NV

Molson Coors Beverage Company

Beam Suntory Inc.

Brown-Forman Corporation

Constellation Brands, Inc.

The Edrington Group

William Grant and Sons Ltd.

Davide Campari-Milano N.V.

Remy Cointreau Group

Belvedere SA

Fifth Generation, Inc

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Whiskey

Rum

Vodka

Others

By Packaging

Bottle

Canned

Draught

By Distribution Channels

Supermarkets and Hypermarkets

Liquor Stores

Convenience Store

Online

Others

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 - William Grant and Sons Ltd.

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