Alcoholic Drinks in the US

June 2024

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Rtds in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

A tough year at the top line, with mixed narratives below
New offerings are constant, but a mix of innovation and imitation
Non alcoholic RTDs struggle for relevance

PROSPECTS AND OPPORTUNITIES

Maturity gradually approaching in RTDs
Legislation, consumers, and the future of RTDs
THC beverages pose an existential threat to RTDs

CATEGORY DATA

Spirits in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits volumes flat despite headwinds
Spirits presents a wide spectrum of performances – some shine, some fizzle
Premiumisation significantly reduces amidst economic challenges

PROSPECTS AND OPPORTUNITIES

Spirits will continue to be resilient in the face of generational changes

Premiumisation and value-seeking will be key strategies in spirits

Non alcoholic spirits remains small, but is gaining a foothold

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

CATEGORY DATA

Wine in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Values are up, but volumes are down

Premiumisation persists, benefiting champagne and other sparkling wine

The return of wine clubs, and other channel shifts within wine

PROSPECTS AND OPPORTUNITIES

Demise of on-ramp wine price bands will be centre of attention

Local wines expected to increase fragmentation

Private label wine set to decline as authenticity becomes a concern for consumers

CATEGORY DATA

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