

Ready-to-Drink Cocktails Trends

Summer 2021

evergiTM
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Evergi™ Conversations:

Social listening data from Twitter and Instagram posts utilizing keywords related to wellness. Posts are tagged by product type and subtype, medical conditions, ingredients, need states, and associated keywords.

Evergi™ Consumers:

The survey is fielded semi-annually online with 5,000 US consumers age 21+. The first wave was fielded December 2020. This is a general population survey, census-balanced on age, income, gender, and geography.

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Introduction



Ready-to-drink (RTD) cocktails are gaining popularity in 2021. Only 4% of consumers had purchased a RTD cocktail in the past 3 months as of December 2020. Now in July 2021, **8% of Americans have purchased** a pre-mixed cocktail (canned or bottled) in the past three months.

These seasonal drinks usually peak in the summer months, but 2021 has seen more excitement around the trend than usual.*

Social listening data from Evergi shows conversations about ready to drink cocktails had a strong increase at the start of the summer, truly showing their seasonal popularity.

Coming out of the pandemic, alcohol consumption habits are rapidly shifting. The convenience of these drinks plus continued innovation in the category is delighting alcohol consumers across the country.

**According to Google Trends Data, topic: canned cocktails from January 2018 to August 1, 2021*

What is the RTD category?



Ready-to-drink liquor, or RTD, consists of pre-made cocktails, like margaritas, that you can directly pour into a glass and enjoy. If you want to relish a delicious, spiked lemonade or a Bloody Mary, there's no need to go through the thousands of recipes on the internet and get all the ingredients. Just get a canned or bottled version of it and pour it in a glass with some ice. When you're looking for good times but you're on a lazy streak, nothing can beat a RTD cocktail.

– Drizly.com



The Legacy Drinks

Fruity, sweet alternatives to beer have been around since the 1980's. **Seagram's Escapes** debuted 36 years ago, and these “malt beverage flavored coolers” are still delighting consumers today. In 1999, both **Mike's Hard Lemonade** and **Smirnoff Ice** hit the market. Over time, all three of these brands have innovated with flavors, alcohol content, and packaging.

The ready-to-drink category is evolving around longtime products like these. Though malt beverages, their fruity flavors and convenience wrap them into the shifting pre-mixed/RTD cocktail category. When asked what RTD cocktails they buy, all three brands are recalled by consumers.



Innovative Canned Cocktails

Beyond longstanding malt beverages, the ready-to-drink beverage category is seeing innovation in pre-mixed cocktails—especially canned. Liquor stores carry dozens of aesthetically designed, carefully crafted canned cocktails. Alcohol content ranges from 5% ABV to nearly 40% ABV per can.

Canned cocktails can be enjoyed at home or in bars—something that’s increasingly important in a post-pandemic world. They are more affordable than ordering mixed drinks while maintaining the convenience of having a drink made for you.

The second most cited reason consumers buy RTD cocktails is because they like to try something new. There are so many options with canned cocktails, consumers can continually explore and be delighted by innovative beverages. Because of this, brands typically offer 6 or more varieties of their canned cocktail. One of the most impressive selections is **Cutwater Spirits’** line up of 25 canned cocktails with different flavors, base liquors, and alcohol content. Providing a variety of new canned cocktail options will satisfy consumers desire for exploration while keeping them buying your brand.



The examples below are just a drop in the bucket of variety seen in the canned cocktail category. **Dashfire’s El Presidente** comes in at 38% ABV and is complex, made with white rum, dry vermouth, curacao liqueur, and grenadine. **Social Hour’s Gin and Tonic** is simply that—gin and tonic—with 11.5% ABV. Other options—like **Onda’s Sparkling Tequila Lime** or **Miami Cocktail’s Mimosa Spritz**—are more sessionable at only 5% ABV or less.



Ready-to-pour: Bottled Pre-Mixed Cocktails

Not all RTD cocktails are served from a can. Instead of having to create a cocktail from scratch, consumers can pour their favorite cocktail into a glass and have it look like the real thing. **When asked why they buy pre-mixed cocktails, consumers top answer is “it’s easier because I don’t have the ingredients.”** It can be pricey and complicated for consumers to recreate their favorite cocktails so taking out the work increases the appeal.

There are pre-mixed options for complicated and simple cocktails alike. Brands market these drinks as tasty, crafted by the best, and easier than doing it yourself. *“Just add ice”* is a common marketing phrase. Pre-mixed margaritas are particularly popular, but more sophisticated options thrived during the pandemic. Local bars and restaurants fueled the trend with take-away options during times of social distancing. Now, smaller brands and alcohol giants are riding the wave through 2021.



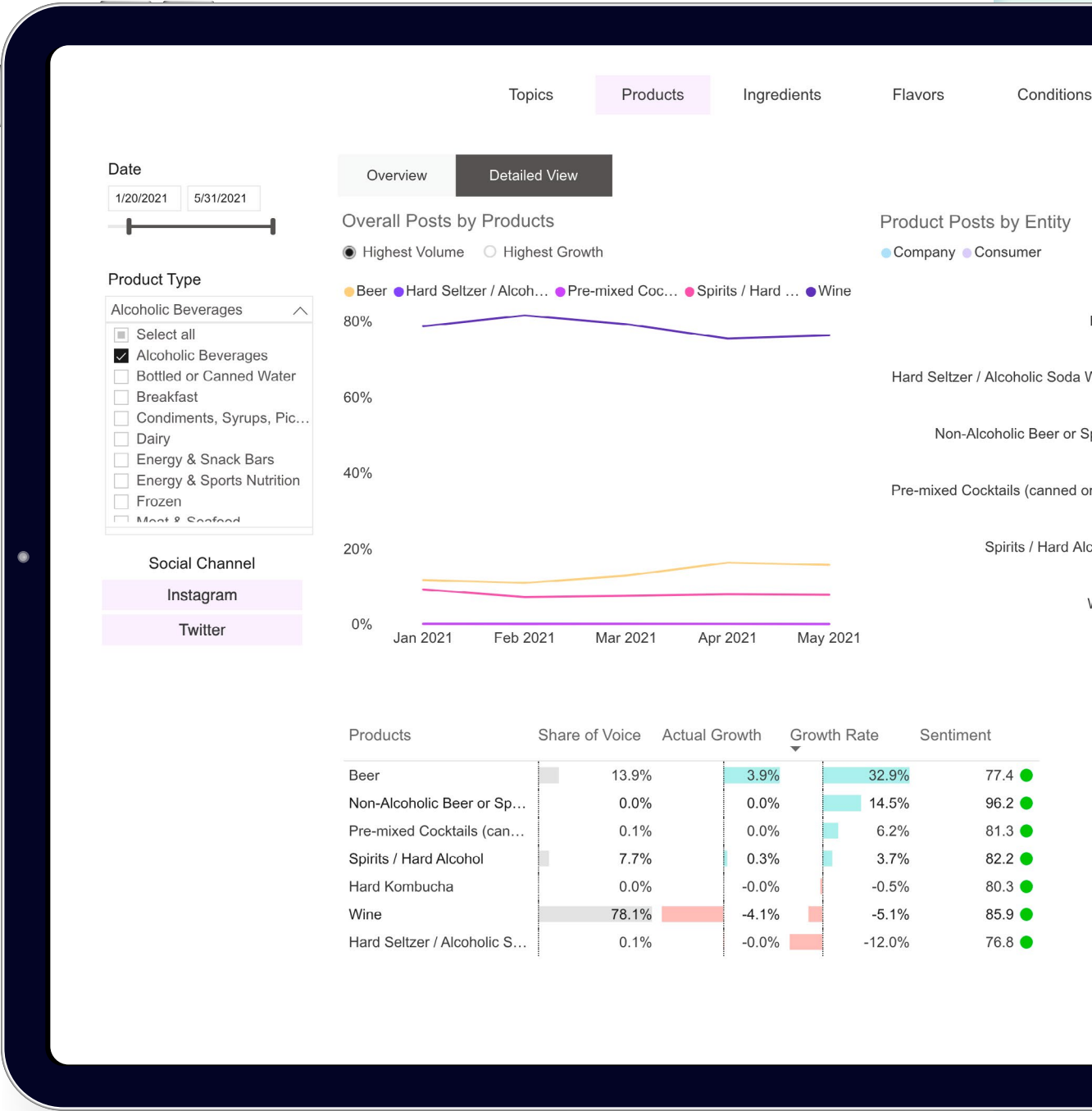
Evergi for Beverage Companies

Evergi is an insights platform that helps marketing and innovation teams validate emerging trends for their next new product. The platform integrates consumer surveys and social listening for a 360° view of trends—all in an easy-to-use dashboard. Filter the data by product type, desired need state, demographics, and more.

The platform includes data on 100+ products and ingredients including:

- Hard Seltzer
- Non-Alcoholic Beer
- Pre-Mixed Cocktails
- Hard Cider
- Hard Kombucha
- Non-Alcoholic Spirits

To learn more about our insights solutions for wellness, [request your demo here](#).



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