RTD Vodka Seltzer Market Insights:

Key Drivers of Success

The Hard Seltzer Boom: Over 300 brands, projected to hit **$21.1B** by 2027 (CAGR 15%).

Consumer Behavior

Purchase & Consumption Habits:

48% Purchase RTDs weekly

61% Consume weekly

Purchased mostly from:

52% Liquor stores

45% Grocery stores

Consumer Preferences

Why They Drink:

Socializing	Enjoy the taste	To relax/unwind
34%	35%	44%

Common Use Occasions:

At-home consumption	Casual get-togethers	Social gatherings
47%	57%	60%

Next in RTD Innovation:

Consumers prefer **tequila & rum** liquor bases for future RTD products, while **cognac, brandy, and scotch** are least favored.

Key Insights

Curion Score™

Highlights up to a 40% difference in product performance despite similar overall liking (OAL) scores

Surprise Factor:

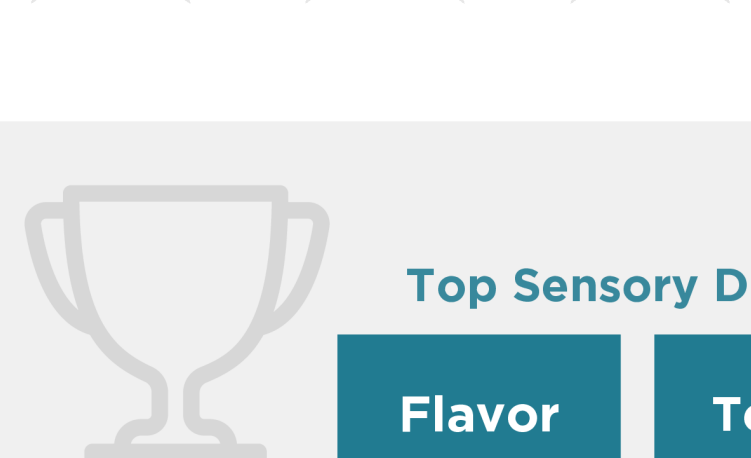
Too much surprise inhibits success.

Color & Aroma:

To prevent surprise, emphasize visual and aromatic sensory cues that properly set expectations.

Market Trends

Top factors influencing purchase:



Most Popular Brands

Consumers are most likely to purchase:

- Smirnoff 27%
- White Claw 21%
- Truly 20%

Flavor Curiosity

53% of buyers are driven by curiosity about new flavors

35% buy flavors they already enjoy in other beverages

New Entrant Disrupts Market

-196 Vodka Seltzer

5-star Curion Score™, outperforms legacy brands, yet only **14%** of consumers are familiar with it.

Tie for 1st place

Top Sensory Drivers of RTD Vodka

Flavor | **Texture** | **Emotion**

Cranberry-Grape Vodka RTD:

Excels in flavor and texture associated with sweet, delicious, easy to drink, high quality.

Lemon Vodka RTD:

Stands out with emotional drivers in refreshment and satisfaction.

Who claims the crown?

Want the full data-backed results from our RTD Vodka seltzer study?

Reach out to **marketing@curioninsights.com** for the complete report.