INDUSTRY TRENDS

Alcohol + Spirits

RISING STAR TRENDS *(RAPID GROWTH)*

1 SPIRITS-BASED RTDs (TEQUILA OR VODKA-LED; FEWER INGREDIENTS)

Ready-to-drink cocktails made with **real spirits** and **simple ingredients** deliver bar-quality taste in a convenient, portable format—crucial for meeting demand for premium, on-the-go experiences.





2 LOW/NO-ALCOHOL BEER, WINE, SPIRITS (INCLUDING NA RTDs)

Alcohol-free and low-ABV options that mimic the taste and ritual of traditional drinks **enable moderation without sacrificing social participation**, supporting wellness and expanding drinking occasions.

3 SPICY/SAVORY COCKTAIL PROFILES (PICANTE MARGS, JALAPEÑO, TAMARIND/CHAMOY)

Cocktails featuring heat, citrus, and savory flavors reflect a shift toward bold, globally inspired taste experiences, appealing to adventurous consumers and driving **flavor innovation**.





4 "CLEAN" VODKA OR TEQUILA SODA FORMATS (REAL FRUIT, LOW SUGAR, ~100–120 CAL)

Simple, low-calorie canned cocktails with **real fruit** and **minimal sugar** address demand for transparency, health, and authenticity, setting a new standard for **"better-for-you" drinking**.



5 ASIAN INFLUENCE—SOJU & YUZU/LYCHEE/UME RTDs

Ready-to-drink beverages inspired by Asian spirits and flavors (soju, yuzu, lychee, ume) tap into the popularity of **global trends** and **sessionable drinks**, broadening appeal and diversifying product portfolios.

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