

## **Ready-To-Drink Cocktails Market: Global Industry Analysis, Trends, Market Size, and Forecasts up to 2030**

Market Report | 2023-04-17 | 255 pages | Infinium Global Research and Consulting Solutions

### **AVAILABLE LICENSES:**

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### **Report description:**

The report on the global ready-to-drink cocktails market provides qualitative and quantitative analysis for the period from 2021-2030. The report predicts the global ready-to-drink cocktails market to grow with a CAGR of More than 12% over the forecast period from 2023-2030. The study on ready-to-drink cocktails market covers the analysis of the leading geographies such as North America, Europe, Asia Pacific, and RoW for the period of 2021-2030.

The report on ready-to-drink cocktails market is a comprehensive study and presentation of drivers, restraints, opportunities, demand factors, market size, forecasts, and trends in the global ready-to-drink cocktails market over the period of 2021-2030. Moreover, the report is a collective presentation of primary and secondary research findings.

Porter's five forces model in the report provides insights into the competitive rivalry, supplier and buyer positions in the market and opportunities for the new entrants in the global ready-to-drink cocktails market over the period of 2021-2030. Further, IGR-Growth Matrix given in the report brings an insight into the investment areas that existing or new market players can consider.

#### **Report Findings**

##### **1) Drivers**

- The market is expected to be driven by the increasing demand for low-alcohol flavored beverages, as health concerns continue to rise.

- Consumers are seeking healthier drinking options that are lower in alcohol content and offer unique flavors, which is contributing to the growth of this market.

##### **2) Restraints**

- The market for ready to drink cocktails may face challenges due to the high levels of sugar found in many of these products, which may restrain the growth of the market.

##### **3) Opportunities**

- Innovation in the ready to drink cocktail market has significant potential, as new flavors, ingredients, and packaging options can differentiate brands and capture consumer attention is expected to create growth opportunities for the market.

#### **Research Methodology**

##### **A) Primary Research**

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Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include

1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry

Our primary research respondents typically include

1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.

#### B) Secondary Research

Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.

The secondary sources of the data typically include

1. Company reports and publications
2. Government/institutional publications
3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

#### Segment Covered

The global ready-to-drink cocktails market is segmented on the basis of type, packaging, and distribution channel.

The Global Ready-To-Drink Cocktails Market by Type

- []Wine-based
- []Spirit-based
- []Malt-based

The Global Ready-To-Drink Cocktails Market by Packaging

- []Cans
- []Bottles

The Global Ready-To-Drink Cocktails Market by Distribution Channel

- []Supermarkets
- []Liquor stores
- []Online stores
- []Bars and Restaurants

#### Company Profiles

The companies covered in the report include

- []Bacardi
- []Brown?Forman
- []Manchester Drinks
- []Diageo
- []Beam Suntory, Inc.
- []Boston Beer Co.
- []CUTWATER SPIRITS
- []E. & J. Gallo Winery

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-[]Constellation Brands, Inc.

-[]Pernod Ricard

What does this Report Deliver?

1. Comprehensive analysis of the global as well as regional markets of the ready-to-drink cocktails market.
2. Complete coverage of all the segments in the ready-to-drink cocktails market to analyze the trends, developments in the global market and forecast of market size up to 2030.
3. Comprehensive analysis of the companies operating in the global ready-to-drink cocktails market. The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

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