

Ready To Drink (RTD) Alcoholic Beverages Market 2025-2029: Unveiling Growth Developments with the Latest Updates

The Business Research Company's Ready To Drink (RTD) Alcoholic Beverages Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, October 15, 2025

/EINPresswire.com/ -- What Is The

[Ready To Drink \(RTD\) Alcoholic Beverages Market Size And Growth?](#)



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The market size of ready to drink (rtd) alcoholic beverages has seen a robust growth in the past years. Predictions show an increase from \$23.13 billion in 2024 to \$25.17 billion in 2025, exhibiting a compound annual growth rate (CAGR) of 8.8%. Factors contributing to the previous

period's growth include a tendency towards evolving RTD pre-mixes, the rise of millennial consumers, shifting consumer preferences, an increased interest in health and wellness among consumers, and the growing popularity of low spirit beverages.



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Anticipated robust expansion is on the cards for the ready to drink (RTD) alcoholic beverages market in the coming years. The market projects a rise to "\$35.36 billion in 2029, with an impressive compound annual growth rate (CAGR) of 8.9%. This surge, predicted for the forecast period, is the

result of aspects like enhanced disposable income, a push for superior quality products and services, heightening user awareness about adverse impacts, and a rise principally driven by the convenience of products. The forecast period will also see vital trends such as product innovation, personalization powered by technology, refinement, and sourcing of beverages, health and wellness tendencies, and a variety of flavors and premiumization.

Download a free sample of the ready to drink (rtd) alcoholic beverages market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=15657&type=smp>

What Are The Driving Factors Impacting The Ready To Drink (RTD) Alcoholic Beverages Market?

The rise in demand for drinks with low or zero alcohol content is anticipated to fuel the expansion of the ready-to-drink (RTD) alcoholic beverage industry. These are drinks with minimal or zero alcohol, aimed at people seeking to lessen or completely avoid alcohol intake. This rising trend is due to increased consciousness of health risks, the mindful drinking movement, and the cultural acceptance and predilection for sober social activities. RTD beverages contribute to this sector's growth by offering accessible, consistent, and enjoyable options that are in line with contemporary consumers' changing tastes and lifestyles. For instance, in February 2023, Monster Beverage Corporation, a US-based energy drinks producer, reported that the monster drinks division's net sales rose 2.6% to \$1.39 billion in the fourth quarter of 2022, up from \$1.35 billion in the same period of 2021. Thus, the growing preference for drinks with low or no alcohol content is influencing the evolution of the ready-to-drink (RTD) alcoholic beverage industry.

Which Players Dominate The [Ready To Drink \(RTD\) Alcoholic Beverages Industry Landscape?](#)

Major players in the Ready To Drink (RTD) Alcoholic Beverages Global Market Report 2025 include:

- Anheuser-Busch Inbev SA
- CocaCola Company
- Diageo plc
- Asahi Group Holdings Ltd.
- Kirin Holdings Company Ltd.
- Pernod Ricard
- Molson Coors Beverage Company (TAP)
- Carlsberg AS
- Suntory Group
- Constellation Brands Inc.

What Are The Future Trends Of The Ready To Drink (RTD) Alcoholic Beverages Market?

Leading corporations in the ready-to-drink alcoholic beverage sector are creating innovative offerings, including premium ready-to-drink cocktails, to meet the rising demand for wellness-related and convenience-oriented products. Premium ready-to-drink (RTD) cocktails are superior, pre-blended alcoholic beverages that merge simplicity with top-tier ingredients and methodical preparation, aimed at delivering a polished drinking experience similar to a well-crafted cocktail in a professional bar setting. For example, Diageo, a British beverage company, introduced the Cocktail Collection in October 2023, which is a range of premium RTD cocktails for both the American and British markets. Intended to give a convenient and upscale alternative for enjoying high-quality cocktails at home without the need for making them from beginnings, these RTD cocktails are available in both 500ml bottles offering five servings and smaller 100ml cans.

Global Ready To Drink (RTD) Alcoholic Beverages Market Segmentation By Type, Application, And Region

The ice creammarket covered in this report is segmented –

- 1) By Type: Impulse Ice Cream, Take-Home Ice Cream, Artisanal Ice Cream
- 2) By Flavor: Vanilla, Chocolate, Fruit, Other Flavors
- 3) By Packaging: Cup, Cone, Stick, Brick, Tub, Other Packaging
- 4) By Category: Dairy, Non-Dairy
- 5) By Distribution Channels: Hypermarket Or Supermarket, Ice Cream Parlor, Online Retailer, Other Distribution Channels

Subsegments:

- 1) By Impulse Ice Cream: Single-Serve Cups, Cones, Bars And Popsicles, Sandwiches
- 2) By Take-Home Ice Cream: Family-Sized Tubs, Multi-Pack Containers
- 3) By Artisanal Ice Cream: Small Batch Ice Cream, Gourmet Flavors, Organic And Natural Ingredients

View the full ready to drink (rtd) alcoholic beverages market report:

<https://www.thebusinessresearchcompany.com/report/ready-to-drink-beauty-beverage-global-market-report>

Which Region Holds The Largest Market Share In The Ready To Drink (RTD) Alcoholic Beverages Market?

For the year in question, 2025, Europe led in the Global Market Report for Ready To Drink (RTD) Alcoholic Beverages with expected growth. The report includes other regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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