Focus On: Alcoholic drinks by Daniel Woolfson (Daniel.woolfson@wrbm.com)

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The Story

Alcohol in a tin is one of the bastions of British culture. So much so that Diane Abbott received a boost to her popularity after drinking a tinned mojito on a train. For if there is one thing Brits will defend to the death, it is the RTD. And that's playing out in sales. Although still a small part of the alcoholic drinks market, RTDs were the fastest-growing segment of the past year. Gin in a tin is one of the driving forces behind that growth, but – as the Diane Abbott incident illustrates – consumers are also enjoying cocktails in a can. So why is the RTD suddenly booming? And what does this mean for the rest of the alcoholic drinks market?

Key Themes

Brands: Which brands are capitalising on demand for RTDs? Who has won the most sales? And who is falling flat?

Gin: Several gin brands have brought out tin formats. Which are proving most popular? How much are they adding to the category? And what is proving popular outside of gin?

Cocktail culture: To what extent is the rise of cocktail culture responsible for the boom?

Spirits: Spirits have continued their upwards trajectory. Why is this? And how does that tie in with the increase in RTD sales?

Wine and beer: It's not just about cocktails. Wine and beer are also doing a roaring trade. How does that fit with consumer trends?

4 x innovations: We identify four new products or product ranges that have not appeared in The Grocer before. including launch date, RSP and a picture of each.

Data

Kantar data: Using Kantar data, we explain the rise/fall of the different sub-categories within alcoholic drinks
Nielsen data RTD brands: Using Nielsen data, we explain the rise/fall of the top 10 RTD brands.
Nielsen data spirit brands: Using Nielsen data, we explain the rise/fall of the top 10 spirits brands.