



Euromonitor
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Rtds in the United Kingdom

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience, premiumisation and healthy indulgence driving demand for RTDs in 2024
Diageo Plc remains leader thanks to strong innovations, with competition rising from small brands
Supermarkets throughout the UK increase shelf space for RTDs

PROSPECTS AND OPPORTUNITIES

Non alcoholic RTDS set to see further growth
Brands will continue to capitalise on premiumisation trend
Celebrity-backed RTD brands will accelerate category growth in the UK

CATEGORY DATA

- Table 1 - Sales of RTDs by Category: Total Volume 2019-2024
- Table 2 - Sales of RTDs by Category: Total Value 2019-2024
- Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024
- Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029
- Table 13 - Forecast Sales of RTDs by Category: Total Value 2024-2029
- Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
- Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

- Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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