The Beer Report

2020

HARD SELTZERS & PREPARED COCKTAILS

THE BIG PICTURE

Hard seltzers and prepared cocktails have both enjoyed steady — sometimes staggering — growth in recent years.

HARD SELTZERS

$1.5 BILLION
IN 2019 HARD SELTZER SALES

MORE THAN 3X THE AMOUNT THREE YEARS AGO

LOW CAL + LOW CARB =

VERY POPULAR WITH THE HEALTH-CONSCIOUS CONSUMER

MOST POPULAR FLAVORS

Cherry

Mango

Grapefruit

$219 MORE
PER HOUSEHOLD

Hard seltzer buyers spend an average of $219 more on adult beverages annually compared to the average alcohol-buying household.

$258
Households that **do not** purchase Hard Seltzers

$477
Households that **do** purchase Hard Seltzers

NEARLY
50%
OF HARD SELTZER BUYERS MAKE REPEAT PURCHASES

Indicating a sustainable segment

CRAFT BEER BUYERS ARE
2X MORE LIKELY
TO PURCHASE HARD SELTZERS

NO SIGNS OF SLOWING

Sales of hard seltzer didn't slow down after summer in 2019, as it previously had in 2018.

PREPARED COCKTAILS

20%
INCREASE

Sales of prepared cocktails, including drinks in glass, cans or plastic, rose nearly 20% between October 2018 and October 2019.

NEARLY
$40 MILLION
IN 2019 CANNED COCKTAIL SALES
UP 83% FROM 2018

MID AND PREMIUM
PRICE POINTS
are driving category growth.

CONVENIENCE
IS THE #1 SELLING POINT

MOST POPULAR DEMOGRAPHIC
MILLENNIALS

FRUIT
IS THE MOST POPULAR FLAVOR

TOP OCCASIONS
YEAR-END HOLIDAYS AND INDEPENDENCE DAY

STATISTICS AND FINDINGS COURTESY OF NIELSEN