Alcoholic Drinks in the United Kingdom

June 2025

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Rtds in the United Kingdom

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

Spirits in the United Kingdom

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tequila and non alcoholic spirits as 2024's rising stars
Promotions and marketing boost growth amid cost-of-living pressures
On-trade sales hold strong in spirits

PROSPECTS AND OPPORTUNITIES

Non alcoholic spirits to see forecast growth backed by celebrity endorsement
Flavour innovation shifting from gin to vodka