



Rtds in the United Kingdom

June 2025

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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
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Alcoholic Drinks in the United Kingdom - Industry Overview

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- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

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