



# Fueling Disruptive Innovation in RTD



Pernod Ricard



**Thanks for joining us today**



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EVP, Insights,  
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# The RTD market is growing steadily



## RTD exposure

sparked during Covid.



## RTD market growth

It's expected to grow by 12% in volume between 2022 and 2027, achieving \$40bn by 2027 across 10 key markets.

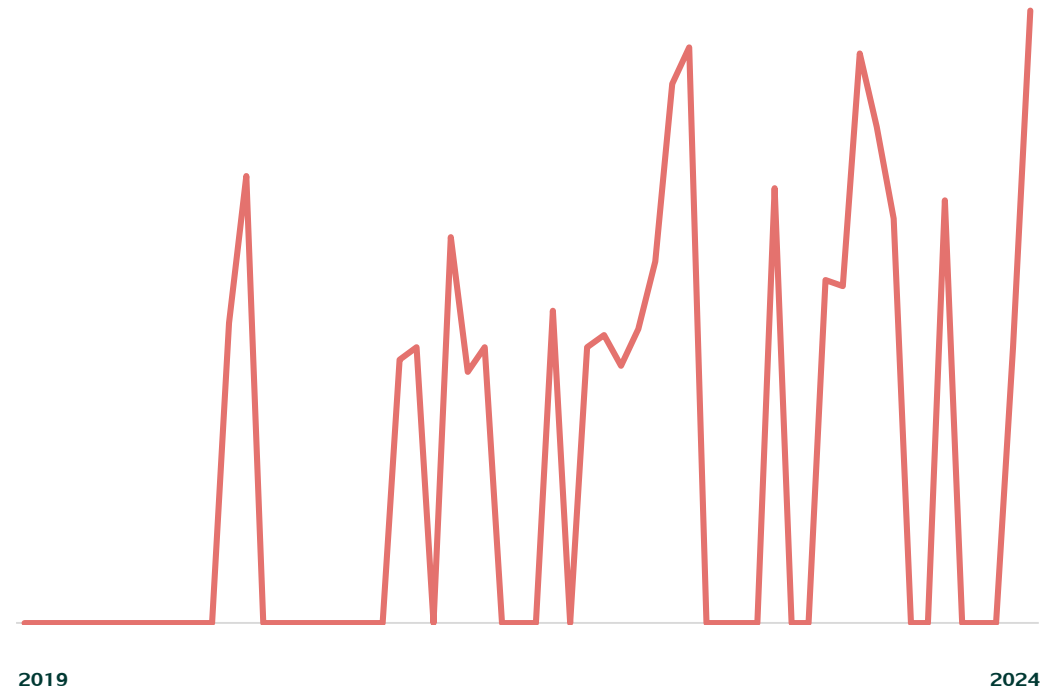


## Cocktail knowledge expanding

Nearly 30% of consumers in the US, UK, Mexico, India and South Africa say that they have upped their cocktail knowledge in the last 2 years.



**Growth of  
worldwide  
searches  
for *Canned  
Cocktails* is up  
100x in the last  
5 years**



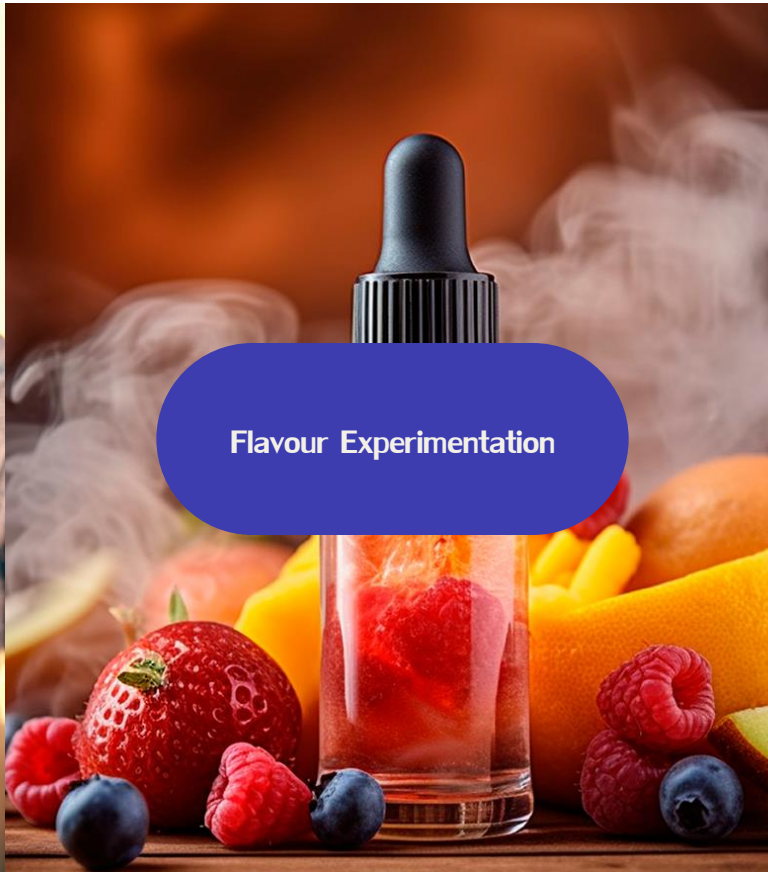
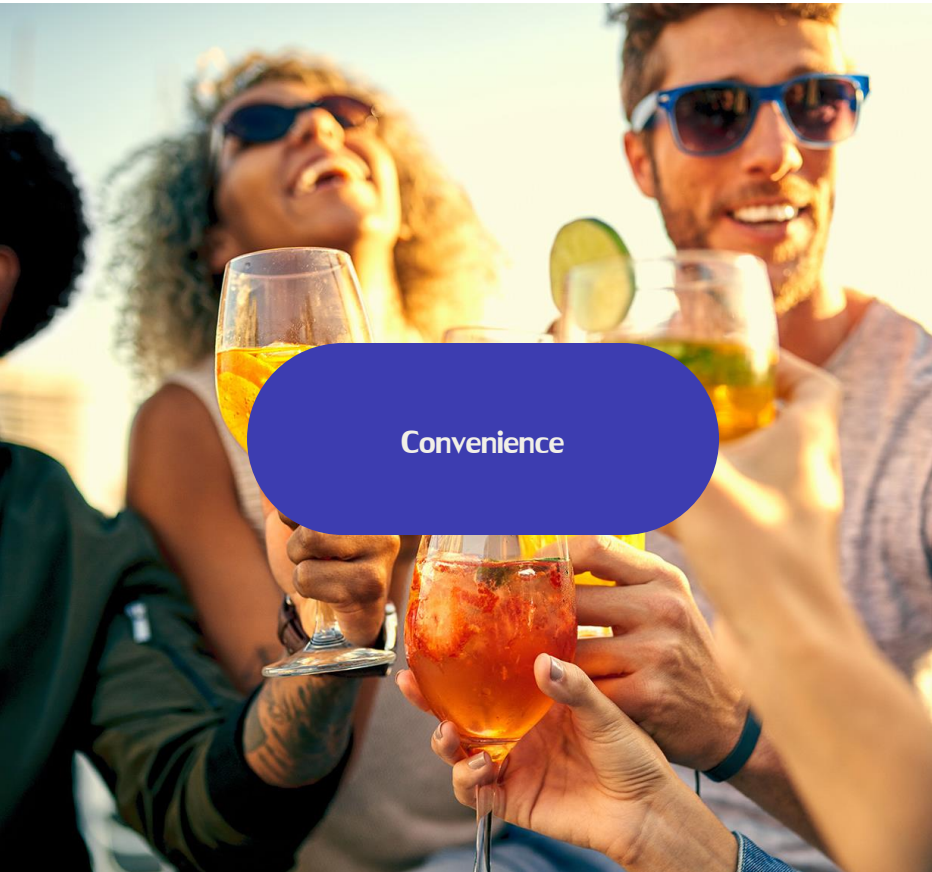


**Only 16% of  
drinkers over  
the age of 55  
consume RTD**





## What trends are shaping the RTD category?





# Pernod Ricard's Innovation Testing Program

Consistent, global performance indicators

Complex reporting that feels intuitive

Speed of the platform = the speed of the category

Meta learnings inform future innovation





Have questions for  
Stuart?

Stop by

**Booth #306**

