

Press Release

December 4, 2019



Hard Seltzer Consumption Forecasted to Triple by 2023

New IWSR Research Reveals that Over Half of US Alcohol Consumers Drink Hard Seltzers At Least Once a Week

New York – The meteoric rise of the hard seltzer category across the US beverage alcohol industry has been nothing short of phenomenal, and a comprehensive new *Hard Seltzer Report* from IWSR Drinks Market Analysis, the leading source of data and intelligence on the global alcoholic beverage market, forecasts that consumer interest in these products will only continue to grow.

Led by the brands White Claw and Truly, hard seltzer volume in the US is currently about 82.5m nine-liter cases (which is already larger by volume than the leading spirits category in the US - vodka). IWSR forecasts that by 2023, the category will more than triple, to reach over 281m cases. Hard seltzer and other “seltzer-like” products command a market share of 2.6% of all beverage alcohol in the US, up from only 0.85% a year ago. IWSR also estimates that hard seltzer ecommerce sales will increase from a current share of 0.8% to nearly 2% by 2023 as more consumers realize they can purchase these products online.

The IWSR *Hard Seltzer Report* is also the first study of its kind to define, examine and quantify the size of the entire hard seltzer universe, a category which not only includes malt-based products, but also those produced from wine and spirits. These seltzer-like products, with similar product attributes as leading malt-based brands, add another 7m cases to the total seltzer universe in the US.

“Hard seltzers are far from a fad, they’re growing at a spectacular rate, and increasingly, hard seltzer producers are pulling consumers from other beverage alcohol categories, not just beer. Combined, hard seltzers and other canned seltzer-like products (vodka soda, as an example) will drive the total ready-to-drink category, making it the fastest-growing beverage alcohol category in the US over the next five years,” says Brandy Rand, COO of the Americas at IWSR Drinks Market Analysis.

IWSR also conducted a consumer opinion and attitude study about hard seltzers, and found that over half (55%) of US alcohol consumers surveyed drink them regularly, at least once a week. The research also shows that while hard seltzers appeal to younger generations of consumers, the category spans all ages and demographics, reaching a broader segment of the population. Consumers cited ‘refreshment’ as the top hard seltzer attribute that appeals to them.

“The rise of hard seltzers shows there was a segment of consumers underserved by the current beverage alcohol market who were looking for alternatives that were refreshing and flavorful, but also low-calorie and low-sugar,” adds Rand. “These products also meet the growing consumer demand for convenience, and appeal to people that enjoy popular cocktails like the vodka soda, and wine spritzers. We definitely expect to see more brands taking advantage of this fast-growing trend.”

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In addition to chronicling the rise, future forecast and consumer attitudes related to hard seltzer products, the report also examines leading brands and innovation. Outside of the US, the study details international opportunities for the hard seltzer category across key markets like Canada, Brazil, Japan and South Africa, to name a few. With on-the-ground insights, the IWSR looks at market dynamics that may affect the success of alcoholic sparkling waters in the UK, as an example, which are already making inroads as the US trend expands globally.

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About the IWSR

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers. For more information, please visit www.theiwsr.com.