

Unidad de Vigilancia de Mercados

Departamento de Internacionalización. Instituto de Fomento de la Región de Murcia (septiembre 2026)

A year of Innovation in RTDs, Wine & Spirtis, 2026



[Read on mintel.com](https://www.mintel.com)

What we have seen

EMEA: premium RTDs and fruit flavours

[Premium RTDs](#) are making a comeback as at-home drinking persists, with brands pushing [flavour innovation in spirits](#), led by fruit flavour profiles.

APAC: co-branding and floral flavours

Spirits and RTD brands are capturing interest through [brand collaborations](#), while [floral flavours](#) add a wellness-focused halo to RTD launches.

Americas: low-/no-alcohol, premium and naturalness

The sober-curious movement is fuelling growth in [alcohol-free innovations](#), while [premium offerings](#) align with consumers' 'less-but-better' drinking approach.

In Latin America, RTD launches lag behind consumer expectations for more [natural offerings](#).

Our pick of the most innovative launches in this review



Makgeolli x Whiskey

[Jipyeong x Jim Beam Mak & Skey](#) marks the partnership between South Korea's leading makgeolli brand and one of the world's top-selling bourbons, bringing two trusted names together to create a new drinking experience (South Korea).



Nootropics and feel-good adaptogens

[Mixt Premium Sparkling Non-Alcoholic Sparkling Cocktail Mirage Margarita](#) is infused with nootropics and feel-good adaptogenic ingredients. It is said to bring mixologist-level flavours without alcohol or sugar (US).



Eight-herb recipe

[Jia Yi Plus+1 Jasmine & Green Grape Flavoured Coix Seed Cocktail](#) taps into the 'food-as-medicine' concept, targeting female drinkers with low-ABV, wellness-focused cocktails (China).

Other innovative launches



Gut-friendly

[Better Sundays Ginger & Yuzu Hard Kombucha](#) is [marketed](#) as better-for-you alcohol that is gut-friendly and packed with live cultures (UK).



Paper-based bottle

[Collective Good 2024 Vintage Pinot Grigio](#) is available in [Frugalpac's Frugal Bottle](#). This marks the first national rollout of paper wine bottles by a major US retailer (US).



Spray bottle format

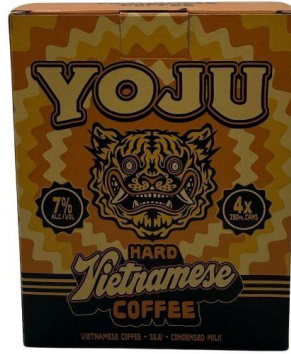
[Garnish Mist Coconut Drink Mist](#) is an alcoholic coconut-flavoured mist and comes in an on-the-go-aluminum spray bottle. It is a modern twist on traditional drink garnishes that can be simply sprayed onto drinks (UK).

Other flavour innovations



Dill pickle

[The Original Pickle Shot Dill Pickle Naturally Flavored Vodka](#). The [brand](#) taps into the pickle-flavour trend, highlighting zero sugar, low carbs and a natural positioning (US).



Vietnamese coffee × Korean Soju

[Yoju Hard Vietnamese Coffee](#) is a fusion of Vietnamese coffee and Korean Soju, described as the boldest and buzziest drink ever put in a can (US).

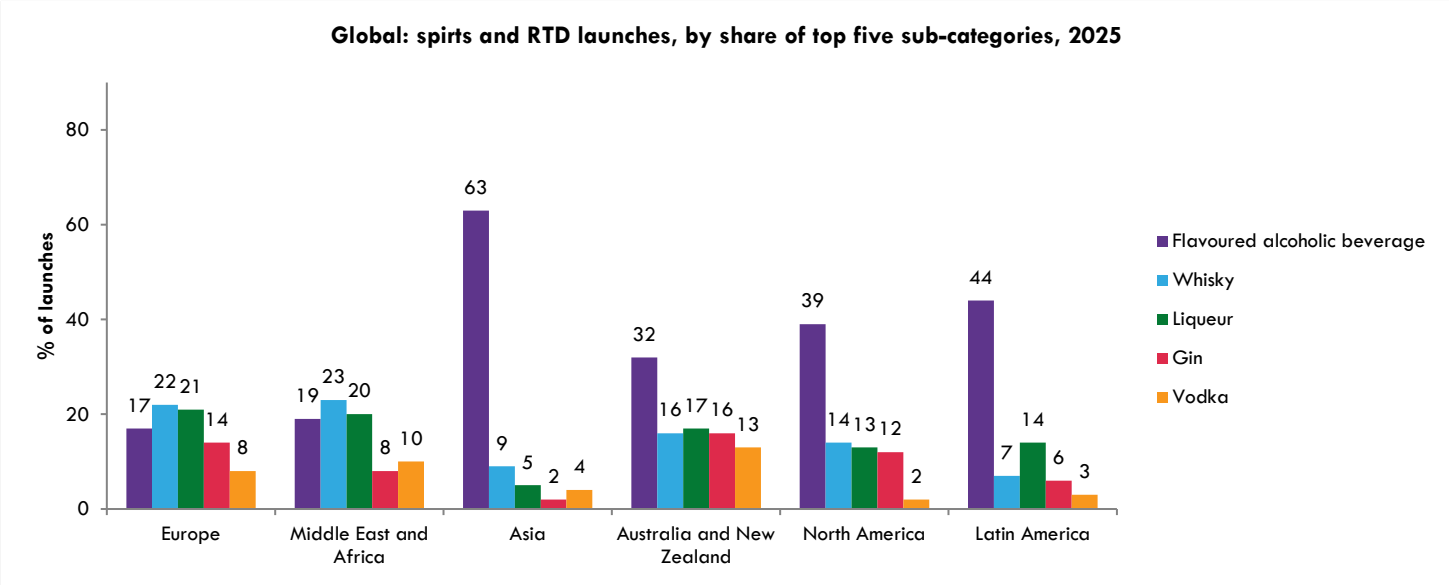


Coffee base, tea body

[Epoch Workshop Genmaicha Shiso Coffee Gin](#) is crafted with Ethiopian coffee, green tea and roasted brown rice, offering a refreshing Japanese twist on a coffee cocktail (Hong Kong).

Global Spotlight: spirits and RTDs

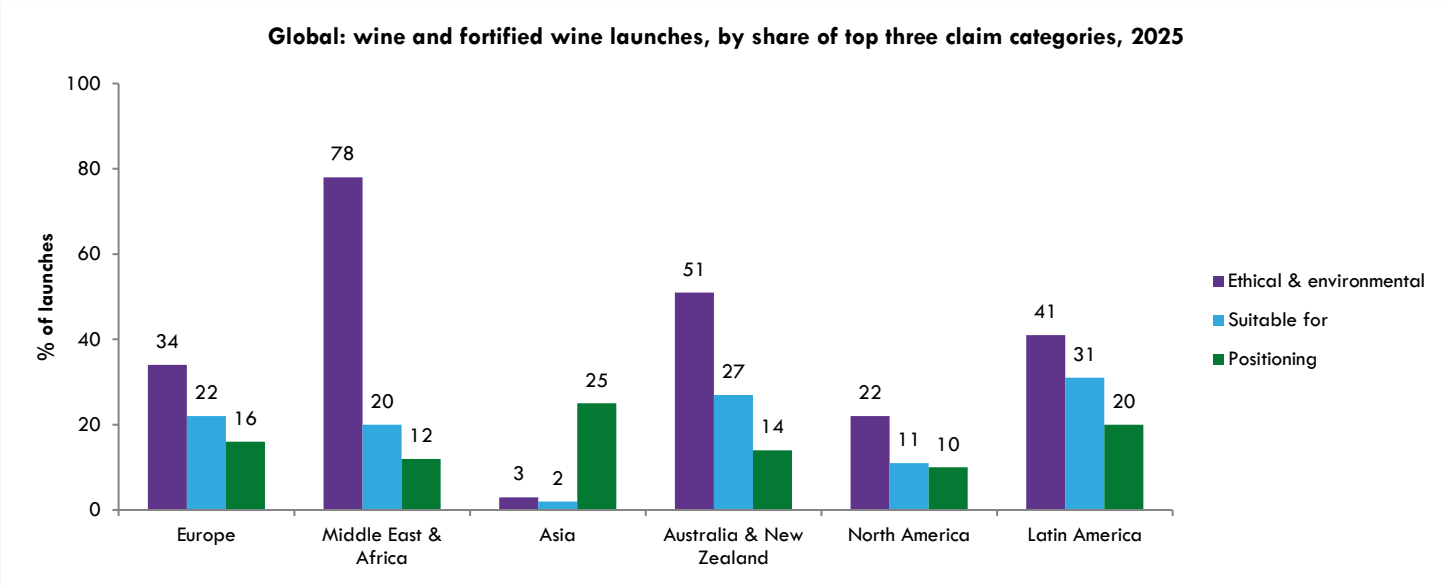
Whisky leads new launches in Europe and the Middle East & Africa, while RTDs dominate in Asia, Australia & New Zealand, North America and Latin America.



Source: Mintel GNPD ([regional \(excluding Australia and New Zealand\)](#), [Australia and New Zealand](#)), January 2025-December 2025

Global Spotlight: wines and fortified wines

Ethical and environmental claims lead across most regions, while Asia sees a higher share of positioning claims driven by [premium cues](#).



Source: Mintel GNPD ([regional \(excluding Australia and New Zealand\)](#), [Australia and New Zealand](#)), January 2025-December 2025

The Future of Wine & Spirits: 2026

Mintel Principal Food & Drink Analyst Martin Pasco highlights three opportunity areas in The Future of Wine & Spirits: 2026.

Brand loyalty will remain under threat

- A cost of living crisis means wines, spirits and RTDs will continue to face headwinds.
- Brands should showcase key benefits like unique flavours and brand trust, to help to build loyalty as drinkers shop around for deals.

Premium RTDs will continue to steal share from spirits & wines

- Drinkers will still want to enjoy cocktails as an affordable luxury at home. RTDs offer convenience, variety, lower ABV and flavour excitement.
- These advantages mean they will continue to cut into white spirit's market share.

Lower ABV spirits & wines will resonate with moderators

- Global consumers will continue to moderate alcohol driven by health and financial concerns.
- Low- and no-alcohol alternatives compete with affordable soft drinks, and are perceived as expensive.
- Brands should offer reduced ABV spirits & wines to allow drinkers to enjoy some of the complex flavours of alcohol, whilst still feeling they are cutting back.

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: premium RTDs make a comeback

The at-home drinking trend continues

As economic pressures persist, fewer drinkers are willing to spend discretionary income on [going out](#) for drinks.

The at-home drinking trend is therefore likely to continue. Premium cocktails in ready-to-drink formats offer a way to enjoy a bar-quality experience at home, without the cost of going out or buying full bottles of premium spirits.

From mixologist collaborations and handcrafted recipes to a spotlight on premium ingredients, brands are taking different routes to elevate the quality perception of RTD cocktails, reinforcing their appeal as a sophisticated and aspirational choice.

PREMIUM

40%

of [Spanish consumers](#) agree that ready-to-drink alcoholic drinks make trying premium spirits more affordable

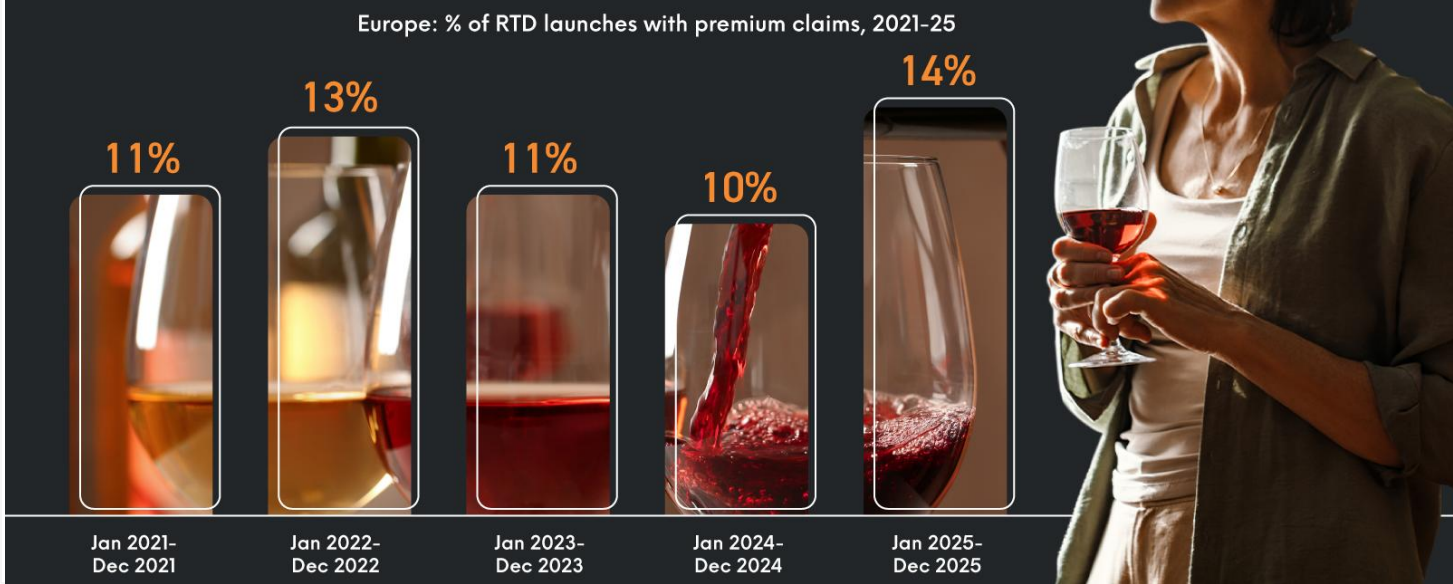
Base: Spain: 992 internet users aged 18+

Source: Mintel, March 2025

Premium claims bounce back in RTD launches

In Europe, the [flavoured alcoholic beverage sub-category](#) has shown steady launch activity.

Within these launches, the share of premium claims has rebounded sharply in the past year, following two years of decline.



Brands highlight quality cues in RTDs



Mixology expertise

[L'Alchimiste Punch No. 1 Cocktail](#) is created by Matthias Giroud, a renowned master mixologist. The premium craft cocktail is ready to drink and can be served chilled or over ice (France).



Natural goodness

[High Water Cucumber and Mint Premium Alcoholic Sparkling Water](#) is an all-natural hard seltzer made with the finest natural flavours, triple-distilled vodka and spring water (UK).



Premium ingredients

[Weekend Negroni Cocktail with Wild Strawberries](#) contains premium London dry gin, Campari and red vermouth. It is [said](#) to be made by a professional mixologist and aims to change the perception of premix cocktails (Finland).

Europe: flavoured spirits and liqueurs are on the rise

Flavour can open the door for new spirit drinkers

FLAVOURED SPIRITS

35%

of [UK spirits/liqueurs consumers](#) are interested in a flavoured version of a favourite dark spirit brand

Flavour addition can make spirits more approachable by softening the traditionally strong intensity of spirits, which some new, younger drinkers may find too strong.

When it comes to flavour preferences, younger drinkers are drawn to fruit liqueurs. In the UK, [younger drinkers aged 18-24](#) are most interested in exotic fruits (43%), followed by berry fruits (41%) and citrus fruits (39%). In comparison, these flavours are less popular among older age groups.

Spirits brands that introduce flavoured variants can lower the barrier to entry, making spirits more appealing to younger drinkers who are new to the category.

Base: UK: 1,201 internet users aged 18+ who have drunk dark spirits/liqueurs in the last six months

Source: Mintel, May 2024

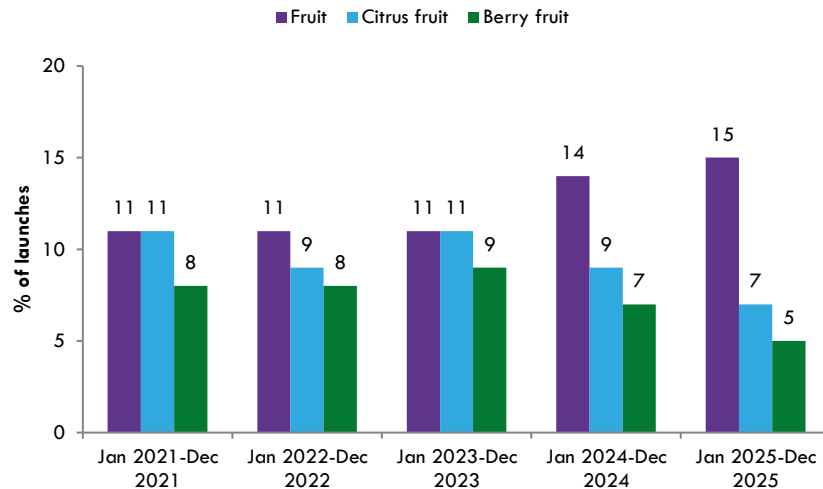
Fruit-flavoured launches look beyond citrus and berry

In Europe, although [unflavoured or plain variants](#) still lead the spirits segment, their share has shown a gradual decline over the past few years.

[Fruit](#) is the leading flavour subgroup, which includes exotic fruits such as banana, mango, pineapple and coconut. These flavours are still emerging and have seen subtle but consistent growth over the past two years.

On the other hand, citrus and berry fruit launches seem to have passed their peak.

Europe: % of flavoured spirits launches with select flavour subgroups, 2021-25



Heritage icons experiment with flavours



Tropical fruit

[Jim Beam Pineapple Spirit Drink](#) features a tropical, sweet flavour for the summer. This new flavour is the brand's [first flavoured spirit in four years](#) (UK).



Miami peach

[Smirnoff Miami Peach Spirit Drink](#) is inspired by the Miami Beach lifestyle, balancing flavours of peach with a hint of citrus. It is also available in a [ready-to-drink format](#) mixed with lemonade (UK).



Berry

[Jack Daniel's Tennessee Blackberry Liqueur](#) adds a new blackberry variant to the brand's flavoured range. With a smooth, sweet taste, it is easy to enjoy in any season (France).

Europe: private-label wines gain share in launch activity

Price-savvy drinkers put value first

LOW PRICE

38%

of [UK wine buyers](#) prioritise low price over a familiar variety, while 36% prioritise it over brand

The cost of living has prompted many to put price at the forefront when purchasing wine. When trading down, consumers often switch from branded wines to [premium private-label options](#).

Many consumers now believe that private-label wines are on par with branded wines in terms of quality. In the UK, [58%](#) of alcohol buyers agree that supermarket own-label alcoholic drinks are just as good as branded ones.

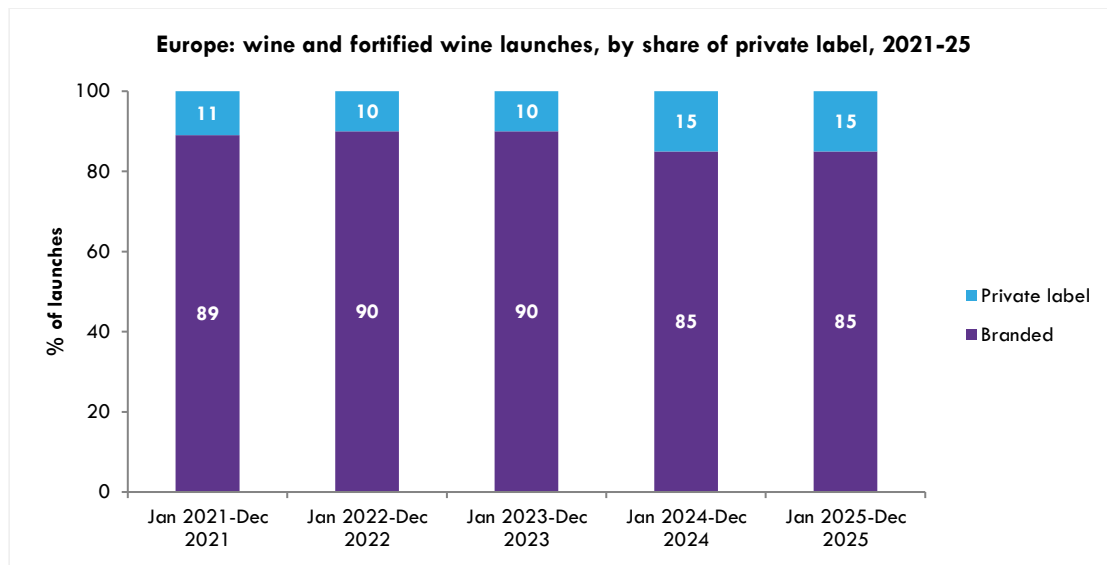
Base: UK: 1,361 internet users aged 18+ who have bought wine in the last six months

Source: Mintel, July 2025

Private-label wines are gaining share

In Europe, branded wines still lead but continue to lose ground to private labels.

This shift aligns with consumers' heightened price sensitivity and rising openness to wine from retailer brands.



Private-label wines boost appeal beyond price



Prestigious region

[Tesco Finest 2023 Napa Valley Cabernet Sauvignon Red Wine](#) comes from the renowned Oakville district of California's Napa Valley, which produces some of the world's finest Cabernets (UK).



Climate-friendly grape variety

[Green Gourmet 2024 Dry Sauvignier Gris](#) is made using a climate-friendly grape variety that is naturally more resistant to vine diseases. The private label claims to innovatively combine wine enjoyment and climate protection (Germany).



Limited in season

[Hillinger Selection Bio 2024 Organic Zweigelt](#) scored 90 points in the Falstaff Tasting 2024. The limited edition wine is available for a short time and matches perfectly with the respective season (Germany).

The Middle East & Africa (MEA)

Premium claims take the lead in the category

Launches with [premium claims](#) have seen steady growth, becoming the top claim in this segment, driven primarily by the [vodka and whisky](#) sub-categories.



Easy-to-serve RTD

[Stretton's Summer Splash Premium Spirit Cooler](#) blends gin with apple juice and orange flavours. It is ready to drink and provides eight servings (South Africa).



Award-winning whisky

[Levant Heights Dual Horizon Single Malt Whisky](#) is produced in Mount Lebanon at 1,150 meters above sea level. It is aged in premium oak barrels and blended with signature cedarwood whisky (Lebanon).



Stronger schnapps

[Euro Global Seaking Premium Blended Schnapps](#) is made with special ingredients to create a unique flavour that is stronger than traditional schnapps (Nigeria).

ASIA PACIFIC (APAC)

Asia: brands infuse excitement with cobranded offerings

Younger drinkers crave novelty in alcoholic drinks

NEWNESS

24%

of [Japanese alcohol consumers aged 18-29](#) say they actively try new types of alcoholic beverages

Consumers are seeking new alcoholic beverages, with this preference particularly strong among younger drinkers. In China, [58%](#) of consumers express interest in trying alcoholic blurred beverages, rising to 65% among those aged 25-29.

Cobranding can create exciting, hybrid drinking experiences that appeal to consumers looking for unique flavour combinations.

While mixing spirits with adjacent drink categories (eg carbonated soft drinks) is not new, brands are increasingly leveraging this approach to expand collaboration possibilities in NPD.

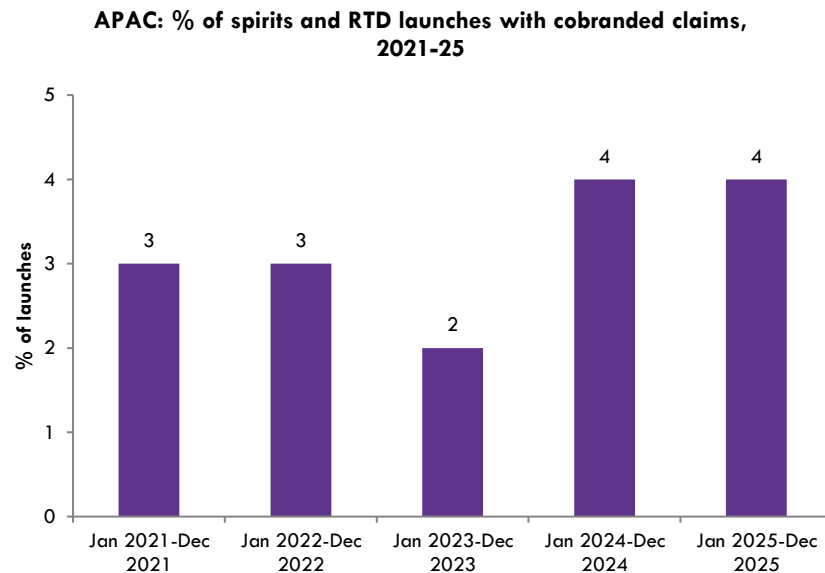
Base: Japan: 238 internet users aged 18-29 who have drunk alcoholic beverages at least once a month in the last 12 months

Source: Mintel, July 2024

Co-branding claims bounce back with fresh partnerships

Despite a slight dip in 2023, the share of cobranded claims rebounded in 2024, with steady launch activity over the past year.

Spirits and RTD brands continue to break category boundaries, creating refreshing flavour combinations with tea, juice or even snack brands. Meanwhile, some non-alcoholic players are venturing into alcohol offerings, further blurring category lines.



Cross-category partnerships in RTDs



Healthy flavoured water

[Genki Forest x Absolut Vodka White Peach](#)

[Flavoured Sparkling Alcoholic Drink](#). Best known for its health-focused drinks, Genki Forest has launched an alcoholic RTD free from sugar and purine, with a low ABV of 5% (China).



Corn snacks

[Kuai Kuai x WAT Coconut Colada Sparkling](#)

[Cocktail](#) features the classic butter coconut flavour of [Kuai Kuai corn snacks](#) (Taiwan).



Jelly candy

[Hyomin Sawa x Haekijangsyeyo Lemon Flavoured](#)

[Super Sour Alcoholic Drink](#). The lemon sour RTD line, co-developed with actress Hyomin, has [partnered with](#) Lotte Wellfood's super sour candy brand (South Korea).

Japan leads in cobranded spirits and RTDs

In APAC, [Japan](#) has seen the most launches of cobranded spirits and RTDs in the past year.



Lipton tea

[Suntory Horoyoi x Lipton Premium Muscat Tea Liquor Drink](#) is a limited-edition product made using selected Lipton tea leaves with 1% fruit juice (Japan).



Upcycling

[Utage Brewing Milk Moon Alcoholic Drink](#). [Beer the First](#), a start-up focused on upcycling, has partnered with Meiji to craft this drink using dairy that would otherwise be discarded to support sustainable dairy farming (Japan).



Ice lolly

[Orion Watta Soda Seven Liquor Drink](#) is made in partnership with Okinawa Meiji Milk Products. It recreates the flavour of Soda Seven, a classic ice lolly in Okinawa (Japan).

Brand renovation/innovation: South Korea's makgeolli reimaged with whiskey



GS Retail has launched Mak & Skey, a mix of Korean domestic fermented rice drink makgeolli and whiskey. It is available in [limited quantities](#) of 60,000 bottles at GS25 and GS The Fresh stores.

This partnership between South Korea's leading makgeolli brand and one of the world's top-selling bourbons brings together two trusted names to create a new drinking experience.

Cocktails are increasingly popular in South Korea, which is fuelling a [whiskey boom](#).

Embracing the [rising mixology trend](#) among younger drinkers, this approach reimagines an old-fashioned Korean beverage, giving new life to this classic while preserving [a touch of familiarity](#).

[Jipyeong x Jim Beam Mak & Skey](#) (South Korea)

Asia: floral notes add a wellness-focused halo to RTD launches

Floral flavours are gaining traction

Once mainly found in teas, floral flavours have begun to expand into untapped categories such as alcoholic drinks.

Consumer interest in floral flavours is driven by the [positive perception](#) of botanicals' mood-enhancing qualities and their association with health and wellness.

Floral flavours are also appreciated for their less-sweet profile, which is especially appealing to adult consumers seeking alternatives to overly sweet products.

FLORAL FLAVOURS

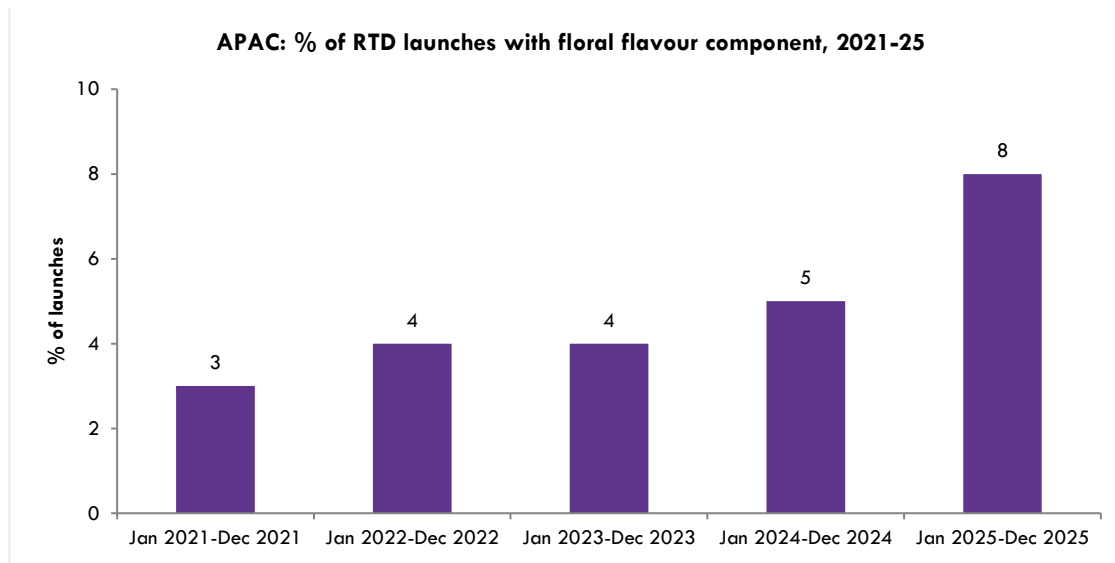
47%

of [Chinese RTD drinkers](#) express interest in floral flavours when choosing RTD cocktails or alcoholic drinks

Base: China: 624 internet users aged 18-59 who have drunk ready-to-drink cocktails/alcoholic drinks in the last six months

Source: Mintel, January 2025

RTD launches with floral flavours are on the rise



In the APAC region, the share of floral flavour components in RTD launches has been gaining ground, with a notable jump over the past 12 months.

[Rose](#) accounts for the largest share among floral flavours, followed by osmanthus and jasmine.

Floral-flavoured RTDs are infused with botanicals and herbs



Ashwagandha

[Catwalk Westminster Botanic Pink Grapefruit, Lemongrass & Hibiscus Zero Alcohol Gin & Tonic](#) is made using lemongrass, hibiscus and basil mixed with ashwagandha and monk fruit to deliver earthy notes (India).



Sour jujube

[Swoosh Nightcup Rose Lily Bulb Sour Jujube Kernel Wine](#) is made using authentic ingredients soaked in red wine, extracted for 68 days to capture the true flavour (China).



Warming ginger

[Xiao Xiang Warming Ginger & Rose Rice Wine](#) features a fresh aroma of rose sourced from Yunnan, China, and highlights ginger's natural warming benefits (China).

Brand renovation/innovation: Jia Yi Wine targets female drinkers with herb-infused, low-ABV cocktails

Jia Yi Wine in China has launched the [Plus+1 range](#) of herb-infused cocktails. The range taps into the 'food as medicine' concept, aiming to refresh the image of Chinese herbal medicine for younger drinkers.

Each variant is infused with at least eight herbs, spanning ingredients such as coix seed, angelica, ginseng and poria.

With an 8% ABV, the range clearly targets female drinkers through its lighter profile and wellness-focused positioning.

In China, [38%](#) of female consumers cite health concerns as a reason for not purchasing alcoholic drinks out of home, compared to 27% of men.

This launch aligns well with the rising popularity of [Chinese Yangsheng-themed bars](#), which appeal to [40%](#) of female drinkers interested in venues with a health and wellness theme.



[Jia Yi Plus+1 Jasmine & Green Grape Flavoured Coix Seed Cocktail](#) (China)

Australia & New Zealand

Better-for-you RTDs focus on sugar reduction

RTD brands are increasingly calling out [low/reduced sugar claims](#).



Bioactive adaptogens

[Elta Ego Piña Colada](#) is an alcohol-free adaptogenic cocktail made with bioactive maca, ginseng and L-theanine. The all-natural product is low in sugar and calories (New Zealand).



Wonky fruits

[Wonki Cucumber & Lime Vodka Soda](#) is made using 100% Australian Wonki fruits, including misshapen cucumber and lime. The water- and juice-based beverage is low in sugar (Australia).



Keto-friendly

[Remarkable Cream Keto Chocolate Espresso Martini](#) is described as rich, indulgent and ultra-smooth. It contains less than 1% sugar (New Zealand).

Australia & New Zealand: wine brands celebrate local roots

Local wines hold strong appeal



Given the favourable climate and growing conditions, both Australia and New Zealand are internationally recognised for producing high-quality wines.

Highlighting locally grown attributes on wine products is a powerful strategy. A significant proportion of local consumers actively seek out and support local producers: half of Australians try to buy locally grown food all or most of the time, while [41%](#) of New Zealanders do so.

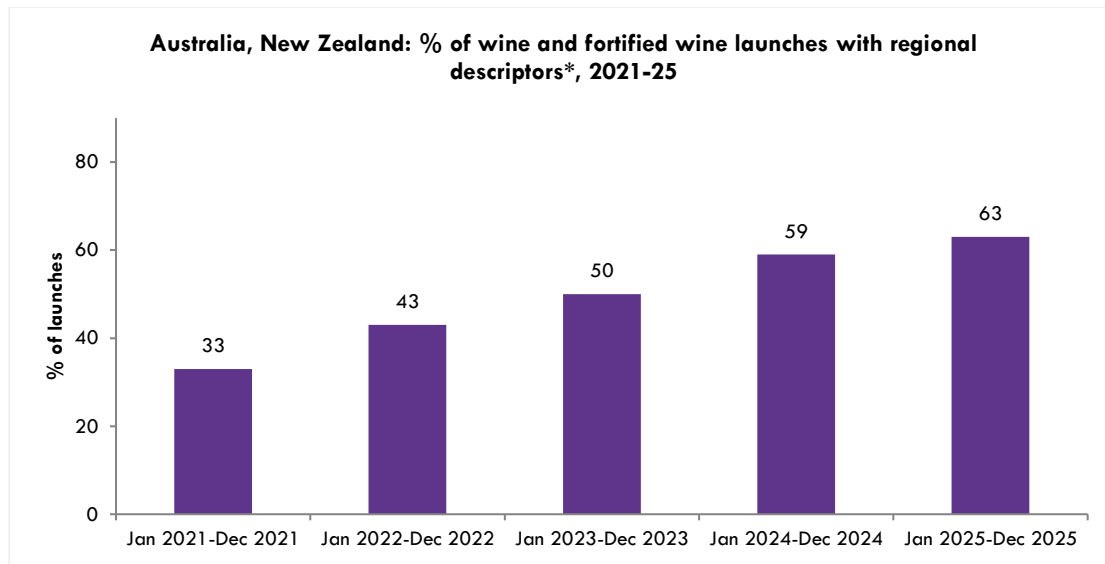
By showcasing their countries' renowned winemaking expertise, brands can resonate strongly with consumers' pride in local heritage and their desire to support domestic producers.

Base: Australia: 1,000 internet users aged 18+

Source: Mintel, August 2025

Wine brands are strengthening their local ties

In Australia and New Zealand, wine launches featuring local attributes in their product descriptions have shown consistent growth.



* keywords mentioning "Australia" OR "Australian" OR "New Zealand" OR "local" OR "locally" in the product description

Source: Mintel GNPD, January 2021-December 2025 ([total wine launches](#), [total wine launches with regional descriptors](#))

Wine brands highlight local heritage



Dedicated to local winemaker

[Church Road 2023 Grand Reserve Hawke's Bay Chardonnay](#) is crafted according to over 125 years of heritage, tradition and craftsmanship. The collection is dedicated to Tom McDonald, a pioneering New Zealand winemaker (New Zealand).



Regional specialty

[Red Knot 2023 GSM McLaren Vale Wine](#) is made from grapes grown in the McLaren Vale region of South Australia. It is described as a true reflection of the region's unique terroir (Australia).



Fresh take on tradition

[Poco Vino Pinot Noir](#). The [range](#) is available in a 187ml bottle with a stylish, stripped-back design, positioning itself as 'little wine'. The Australian wine is marketed to cater to modern lifestyles (Australia).

THE AMERICAS

North America: spirits and RTD brands ride the sober-curious wave

Health concerns drive alcohol moderation

IN 2025,

43%

of [US adults](#) planned to limit alcohol consumption to stay healthy over the next 12 months

The sober-curious movement is gaining momentum. In the US, [one quarter](#) of alcohol consumers closely follow a sober-curious lifestyle, with this figure rising to 34% of Millennials/Gen Z.

[Health concerns](#) remain one of the key drivers of alcohol moderation. Low- and no-alcohol options that balance wellness with social enjoyment can resonate strongly.

The focus on health also opens opportunities for low-ABV drinks in the functional space, as [26%](#) of US alcohol alternative consumers seek health benefits beyond hydration when choosing alcohol alternatives.

Base: US: 2,000 internet users aged 18+

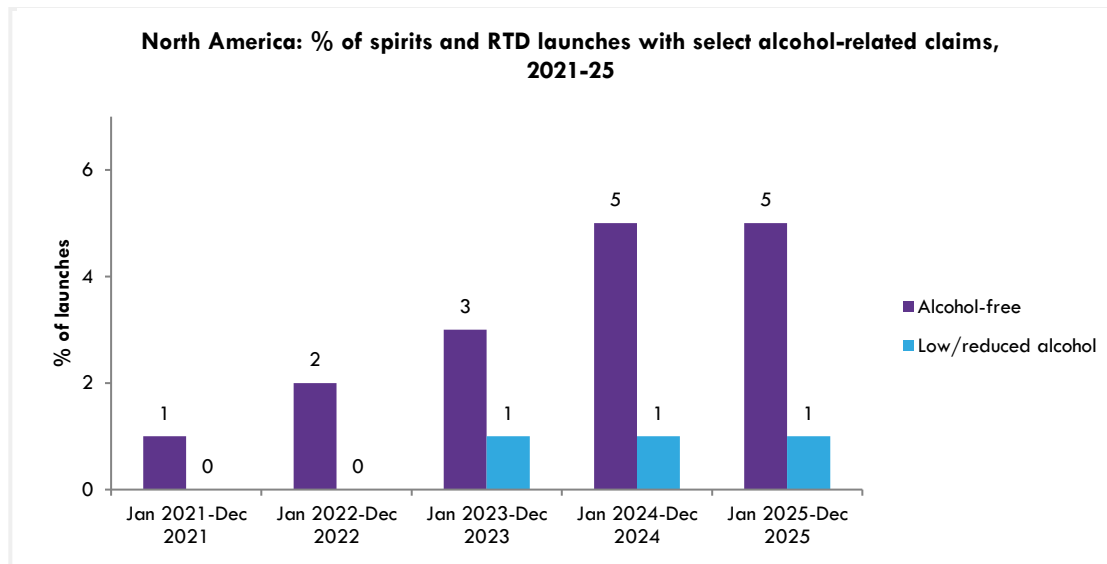
Source: Mintel, January 2025

Alcohol-free claims are making inroads

The limited growth of low/reduced alcohol claims suggests that brands are opting to remove alcohol entirely from their recipes, rather than simply lowering the alcohol content.

While calling out [functional benefits](#) remains relatively niche, it is an emerging trend.

Brands are formulating with functional ingredients, such as botanicals or adaptogens, to offer consumers the same [relaxing and mood-boosting benefits](#) associated with alcohol.



Adaptogens are emerging in alcohol-free RTDs



Feel-good adaptogens

[Mixt Premium Sparkling Non-Alcoholic Sparkling Cocktail Mirage Margarita](#) is infused with nootropics and feel-good adaptogenic ingredients. It is said to bring mixologist-level flavours without alcohol or sugar (US).



Blend flavour and function

[De Soi Haute Margarita Sparkling Non-Alcoholic Apéritif](#) is a botanical beverage infused with L-theanine, reishi mushroom and lion's mane. It features a zesty sip of lime and jalapeño (US).



Stay social without alcohol

[Mingle Mood Berry Lemon Bliss Functional Sparkling Social Beverage](#) is infused with adaptogens and nootropics. The alcohol-free drink is said to help one relax, reset and stay social without the alcohol and sugar overload (US).

North America: premium spirits and RTDs cater to the less-but-better drinking trend

Consumers are trading up for quality

LESS BUT BETTER

69%

of [US alcohol consumers](#) would rather have a few high-quality drinks than a larger quantity of standard ones

As the moderation trend gains traction, drinkers are adopting more intentional and mindful drinking habits, leading to a shift of focus from quantity to quality.

Instead of routine consumption, drinkers are reserving alcohol for special occasions and are [willing to pay more](#) for a high-quality experience, seeking value in the form of better taste, unique ingredients and superior craftsmanship.

Base: US: 1,670 internet users aged 22+ who drink any alcoholic beverages

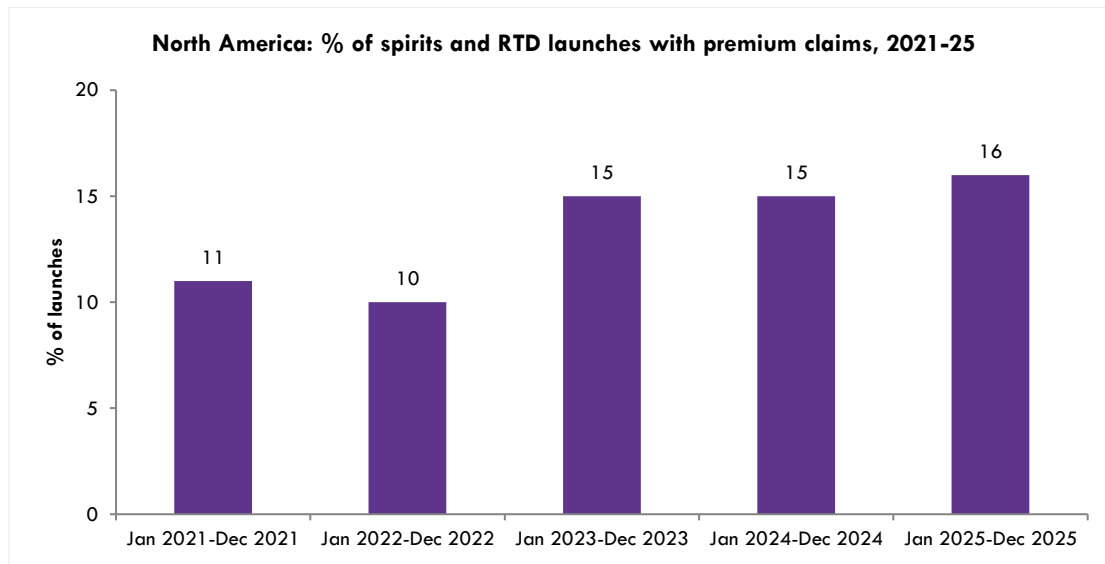
Source: Mintel, October 2025

Premium offerings capture growing launch share

In the North America region, after a sharp five-percentage-point surge in 2023, the share of premium claims has remained relatively steady.

Premium offerings are primarily driven by the [flavoured alcoholic beverage sub-category](#).

Brands are spotlighting attributes such as small-batch production, artisanal distillation techniques or high-quality ingredients to reinforce premium positioning.



Spirits and RTD brands put premium quality in the spotlight



Premium twist on traditional cocktail

[Suntory Maru-Hi Traditional Citrus Japanese-Inspired Sparkling Cocktail](#). The premium malt beverage is inspired by [Chu-hi](#), a Japanese cocktail often enjoyed in traditional Japanese izakayas (US).



Perfection in purity

[Le Chêne Chambre Noire Coffee Infused Spirit](#) is described as a masterful blend of only four ingredients: spring water, premium grain spirit, Nicaraguan coffee and maple syrup. It is single-sourced and cold-infused (Canada).



Five-time distillation

[Borrasca Vodka](#) is available in a gold edition. It is distilled five times from premium potatoes and refined through four-stage carbon filtration (US).

North America: moderation trend fuels interest in low- and no-alcohol wines

Taste is a key driver of alcohol alternatives choices

MODERATION

50%

of [US wine drinkers](#) would be interested
in low- and no-alcohol options

The moderation trend is driving interest in low- and no-alcohol wines, with [younger consumers](#) leading the charge.

To successfully entice drinkers and drive trial in this category, addressing taste concerns will be essential. In the US, [39%](#) of alcohol alternative consumers say taste is the most important factor when choosing alcohol alternatives.

Completely removing alcohol from wine can make it challenging to preserve the complexity and mouthfeel that consumers expect. On the other hand, reducing alcohol could be a pathway to meet moderation goal while maintaining taste quality.

Base: US: 943 internet users aged 22+ who drink wine

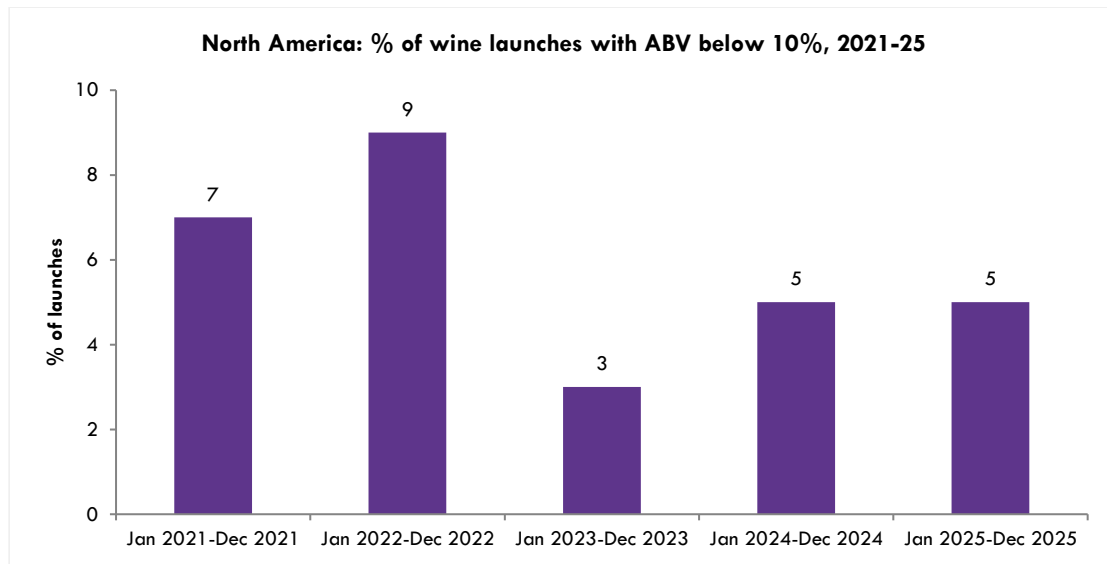
Source: Mintel, October 2025

North America sees a rebound in wines with ABV below standard levels

In North America, following a drop to 3% in 2023, the share of wine launches with ABV below standard wine levels* rebounded to 5% in the past year.

Among these launches, [less than 10%](#) are non-alcoholic (0-0.5% ABV).

This suggests that wine brands are prioritising moderation through lower-ABV formulations rather than fully alcohol-free wine.



* typical or standard ABV for wine is defined as between 11% and 15%

Source: Mintel GNPD, January 2021-December 2025 ([total launches of wine in North America](#), [total launches of low ABV wine in North America](#))

Flavour profiles at the forefront to provide taste reassurance



Tart berry, black pepper, Douglas fir tannins
[For Bitter For Worse The Saskatoon Red Wine Alternative](#) is made using 34% juice. It is [suggested](#) to pair with meats, cheeses, stew, cassoulet, charcuterie and other rich, savory foods, similar to red wine (US).



Floral and delicate
[Clearscape Zero Alcohol De-Alcoholized Rosé Wine](#) is described as a refreshing rosé, offering aromas of citrus, raspberry, melon and sweet strawberry (US).



Semi-sweet with lemon and lime
[Il Conte Stella Rosa Lemon Lime Semi-Sweet Wine](#) is a low-alcohol grape wine made with natural lemon and lime flavours. It has a semi-sweet level of six out of 10 (US).

Better-for-you attributes are niche but emerging



Less sugar

[Loca Malbec Organic Wine](#). This low-calorie wine has less than 1g of natural sugar per 5-oz. serving. It features a light body and refreshing acidity (US).



Low-calorie

[Kendall-Jackson Low Calorie Chardonnay](#) is made from [premium fruit](#) grown in sustainably farmed estate vineyards. It provides 85 calories, 0g of sugar and 3g of carbs per serving (US).

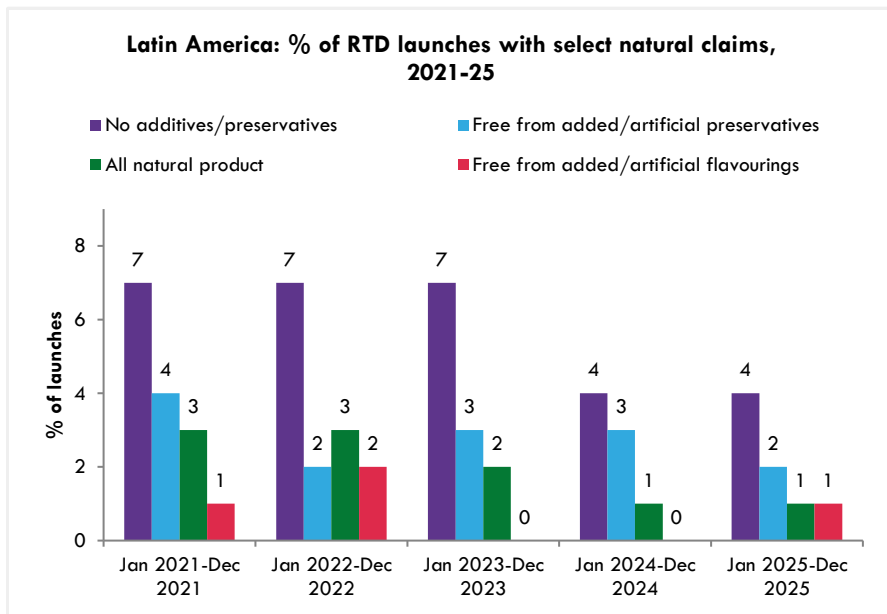


Low-carb

[Francis Coppola Diamond Collection Vibrance 2023 Pinot Grigio](#) contains 8% ABV. It provides only 80 calories and 3g of carbs per serving, with low sugar. It is positioned as a perfect complement to a balanced lifestyle (US).

Latin America: consumers seek more-natural RTD options

RTD launches surge, while natural claims lag behind



Concerns about artificial ingredients are one of the major barriers to RTD consumption in Latin America. In Brazil, for instance, [alcohol consumers](#) cite artificial flavours (38%) and too many artificial ingredients (31%) as reasons for not consuming RTD alcoholic beverages.

While the share of [RTD launches](#) in the region still leads and has continued to grow, products featuring natural claims have trended downwards, highlighting a gap between consumer demand for naturalness and current market offerings.

Natural attributes can resonate with health-conscious consumers



100% agave

[Flybird Baja Lime Margarita Wine Cocktail](#). The bartender-free cocktail is made with 100% de agave wine, real lime and natural citrus flavours (Puerto Rico).



Organic farming

[Fresquería Lemoon Colombian Sparkling Lemonade + Jagermeister](#) is made using 100% natural lemon sourced from the brand's organic farm in Risaralda. It is free from artificial flavours and sweeteners (Colombia).



Natural fermentation

[Lumí Natural Sparkling Rosé Wine](#). With a low alcohol content, the drink is [naturally fermented](#) with residual sugar from the fruit itself (Brazil).