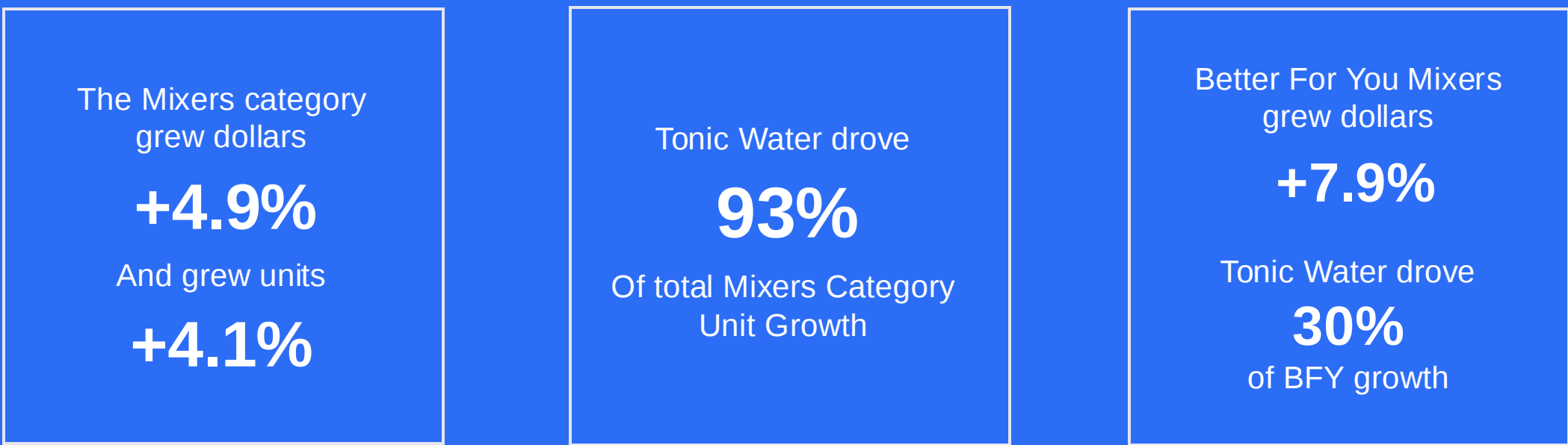


What's Driving Growth within Mixers?

In the past 5 years, the Mixers Category had a **CAGR of 4.6%**, reaching **\$3.9B**. Tonic Water emerges as a winning Mixer driving growth for the category – what factors contribute to Tonic Water's success?



Traditional Ingredients grow, while Cocktail mixes decline

Tonic Water also driving growth through Fruit Flavors innovation

Contribution to Unit Growth within the Mixers Category

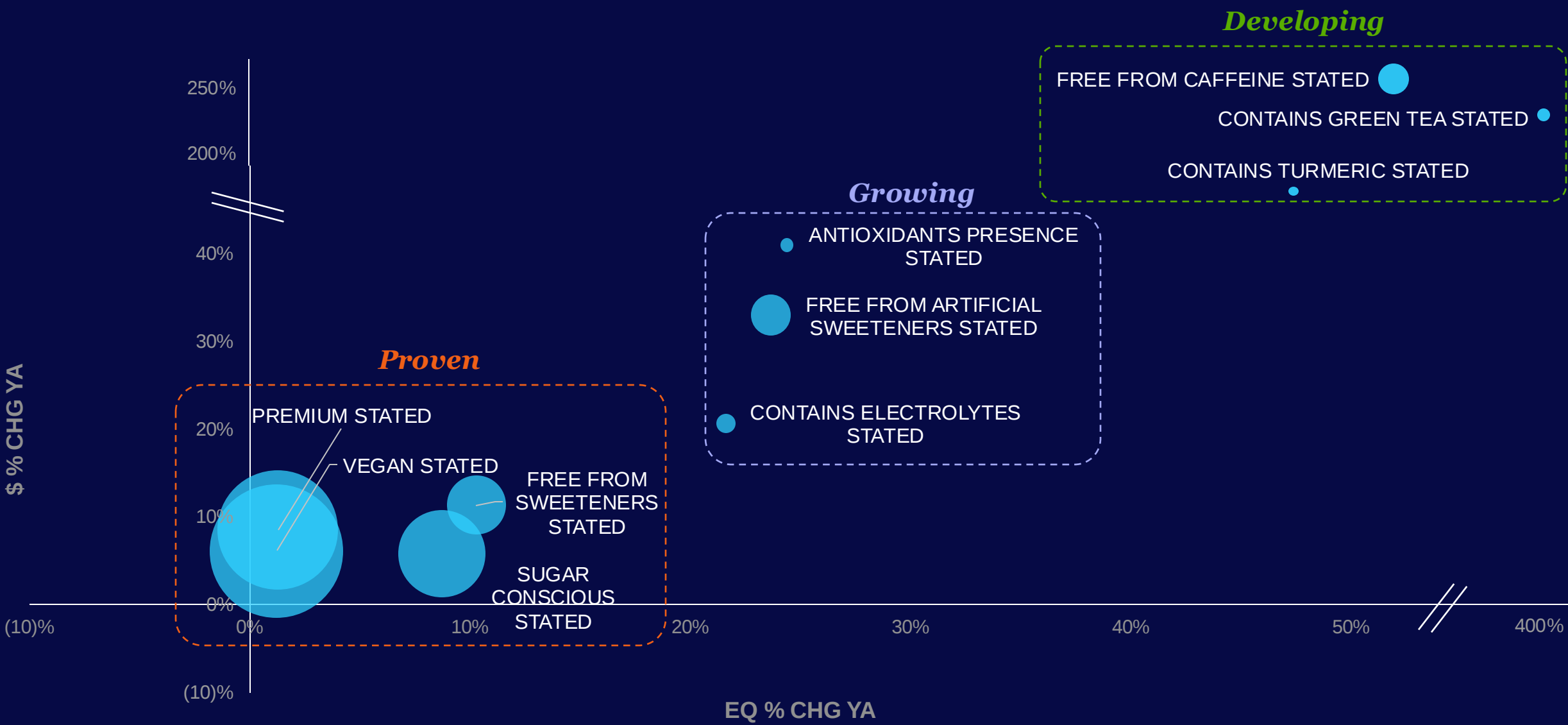


Source: NielsenIQ Retail Measurement | US BEVAL MIXER (Synd) | BEVAL MIXER - Entire Dataset | 52 w/e 10/12/24

Win with trending attributes within Alcoholic Beverage Mixers

Tonic Water capitalizing on Free From Artificial Sweeteners (+11.2% \$ Chg YA) attribute to fuel growth

Growing NPI Attributes within Mixers



Source: NielsenIQ Product Insight | US NIQ Total Store Excluding Fresh - 445 - Weekly (Synd) | Super Category: Alcoholic Beverage Mixers | 52 w/e 10/05/24 | Size of Bubble = L52 \$

Key Takeaways

1. The growth of Traditional Ingredients (like Tonic Water and Bar Syrup) indicates that the wide breadth of potential alcohol pairings bodes well for these mixers, while the decline of Cocktail Mixes suggests these products are limiting in nature. Cocktail mixes should consider increasing marketing efforts to illustrate alternate alcohol pairing potentials for their brand.
2. Tonic water is finding ways to meet consumer needs through innovation, namely via fruit flavors and Better For You attributes. Other Mixer brands need to consider innovating and aligning with these trends to reach target consumers.
3. To meet consumer demand for health and wellness, brands should consider adding qualifying claims to their packaging to capture incremental sales. As health awareness grows in the alcohol space, it is crucial for mixer brands to evolve alongside and capitalize on added benefits within their category.

Reach out to your NIQ representative to learn about how NIQ Product Insight can illuminate important attributes in your category and brand!



Scan the QR code for more beverage related insights