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U.S. prepared cocktail sales rose 4.1% in the latest four weeks

NielsenIQ said the category remained the main growth engine in beverage alcohol, led by a 22.2% rise in spirit-based RTDs

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Prepared cocktails kept growing in the United States in the four weeks ended November 7, with consumers continuing to buy ready-to-drink and ready-to-serve products after a Halloween lift, according to NielsenIQ’s November 2026 Full View report.

NIQ said dollar sales for the prepared cocktails category rose 4.1% from a year earlier in the latest four-week period. Volume, which had been under pressure, returned to slight growth and increased 0.1%. The research firm said demand remained supportive, although the pace of expansion slowed somewhat from the prior period after stronger Halloween-related sales.

The first week of November brought in $260.0 million in category sales, but that was 13.7% lower than the previous week, the report said. Even with that decline at the start of the month, NIQ described prepared cocktails as the main source of growth in beverage alcohol heading into the holiday selling season.

Growth was not evenly spread across the category. Spirit-based ready-to-drink products remained the strongest segment, with dollar sales up 22.2% and volume up 25.4%. Wine-based cocktails also improved, posting 6.8% growth in dollar sales and 5.1% growth in volume. In contrast, flavored malt beverage and seltzer products continued to decline, though at a narrower rate than earlier periods, with dollar sales down 3.3% and volume down 5.7%.

The pattern suggests that consumers are still shifting toward products marketed around convenience and cocktail-style occasions, especially in spirit-based formats. NIQ said growth remained concentrated in ready-to-drink products rather than across the full prepared cocktails category.

Among manufacturers, Mark Anthony Brands remained the largest seller by dollars in the latest four-week period. Its dollar sales rose 1.6%, although NIQ said case sales fell by 46,700. Boston Beer ranked second by dollar sales, with dollars down 2.0% and case sales down 272,800. Anheuser-Busch Inc. was third, with dollar sales up 5.9% and case sales up 45,600. Sazerac followed with 5.9% dollar growth and 43,400 additional cases. Gallo ranked fifth, with dollar sales up 0.1% and case sales down 13,800.

By growth rate, Stateside Brands led manufacturers in dollar gains. NIQ said its dollar sales jumped 116.5% and case sales increased by 441,600. Anheuser-Busch and Sazerac followed, each with 5.9% dollar growth. Mark Anthony Brands ranked fourth on that measure, and Moet Hennessy USA placed fifth, with NIQ reporting a case gain of 5,600 but no comparable dollar growth figure.

At the brand level, White Claw remained the top brand by dollar sales. NIQ said White Claw’s dollar sales rose 3.0% and case sales increased by 27,300. Twisted Tea held the second spot despite a 7.6% decline in dollar sales and a drop of 245,200 cases. BuzzBallz ranked third, with dollar sales up 6.4% and case sales up 32,800. Cutwater Cocktail placed fourth, rising 12.1% in dollars and 73,800 cases. Smirnoff was fifth, with dollar sales up 6.3% and case sales up 57,400.

The fastest-growing brands by dollars were led by Surfside Cocktail, which posted 64.1% dollar growth and gained 240,300 cases, according to NIQ. Super Lyte Cocktail ranked second, with a case increase of 201,100, though NIQ did not provide a comparable dollar growth figure. Sun Cruiser Cocktail was third, with dollar sales up 66.5% and case sales up 144,200. Cutwater Cocktail and White Claw also made the top five by dollar growth.

The NIQ report covers prepared cocktails sold in U.S. retail channels and includes spirit-based ready-to-drink and ready-to-serve products, wine-based cocktails, flavored malt beverages and seltzers. The latest figures show a category that is still expanding, but with the strongest momentum centered in spirit-based products while malt-based and seltzer offerings continue to lose ground.