

# RTDs, spirits and liqueurs market overview

Year ending June 2006

Total off premise packaged liquor is growing at 4.3 percent for the year ending June 2006.

## Ready to drinks (RTDs)

- RTDs are the leading growth category within total packaged liquor, despite slowing from 11.6 percent to 7.7 percent over the past year
- Bourbon based RTDs are increasing in dominance
- High alcohol by volume (ABV) RTDs increasing its share of RTDs.

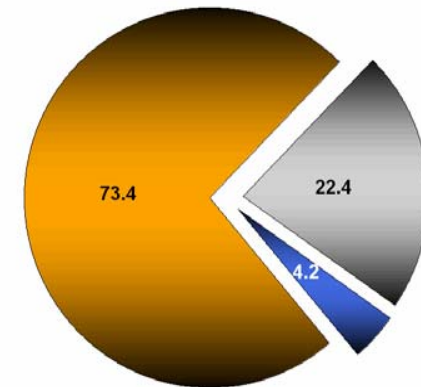
## Spirits

- Spirits growth rate continuing to improve over the past six months to 7.5 percent
- Vodka is the fastest growing spirit category at 19.9 percent
- Dark spirits represent 69.4 percent of total spirits retail value sales
- Dark spirits growing in all states except South Australia
- Top five dark spirit brands dominate with over 50 percent share of total dark spirit sales
- Light spirits growing at 11.4 percent for the year ending June 2006
- Vodka contributed over half of the incremental growth of total light spirits.

## Liqueurs:

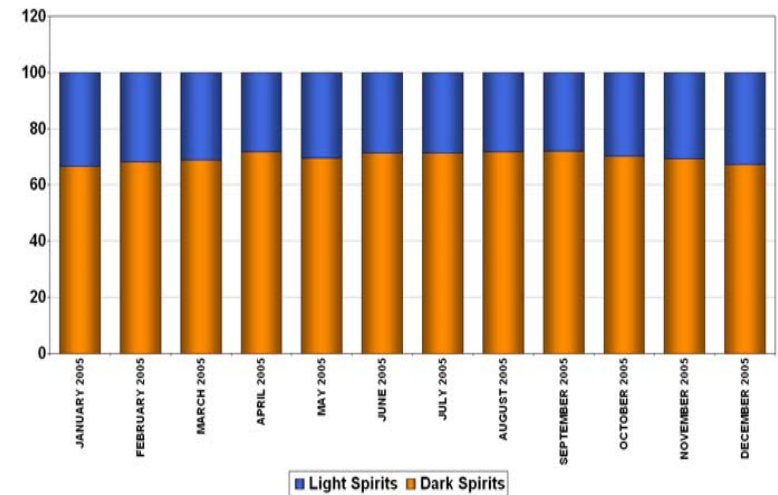
- Liqueurs represent 12.7 percent of total spirits retail value sales
- Liqueurs growing in all states
- Top five brands dominate with over 50 percent share of total liqueurs.

RTD segments  
Australia, retail value percentage share, June 2006



■ Dark RTD's ■ Light RTD's ■ Cider & Coolers

Dark and light spirits' share of incremental growth  
Australia retail incremental sales \$(000s), rolling MAT



■ Light Spirits ■ Dark Spirits



ScanTrack Liquor

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