

Alcohol Consumption at Home - US - May 2013

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"Alcohol consumption at home has become more commonplace in the wake of the recession. However, the slow economic recovery has seen some consumers return to on-premise consumption, which is slated to continually lessen the sales lead maintained by off-premise channels."

– Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

- How can marketers give consumers reasons to drink at home?
- Is there potential to balance on- and off-premise sales and appeal?
- How do emerging segments or new products achieve retail sales?
- What can be done to stop consumers from cutting back on alcohol?

Home-based alcohol consumption increased for consumers of legal drinking age as they became more frugal after the recession and during the subsequent slow recovery. Now, consumers of all legal drinking ages are continuing to consume alcoholic beverages at their own or someone else's home—making it a habit more than a fad. Still, consumers are mainly drinking at home while socializing, which presents an opportunity to expand at-home drinking occasions around less formal gatherings, meal times, and the occasional glass or two as a way to unwind alone.

Despite these gains, a challenge exists with 48% of respondents aged 22+ indicating that they are drinking less of at least one of the surveyed alcoholic beverage types in 2013 compared to 2012. Indeed, respondents overall are motivated to cut back on alcohol consumption because of cost, calorie counts, and health concerns. While price adjustments, new products, and health research can address those concerns, additional competition from restaurants, bars, and nightclubs, also known as on-premise, is heating up. Manufacturers should do more to boost at-home consumption, such as ads that share cocktail recipes, food pairings, and event theme ideas.

This report builds on the analysis presented in Mintel's *Alcohol Consumption at Home—U.S., July 2012* and the report of the same title from 2010 and 2008. The analysis is complementary to the following category-specific reports: *Dark Spirits—U.S., September 2012*; *Wine—U.S., October 2012*; *White Spirits and RTDs—U.S., November 2012*; *Craft Beer—U.S., November 2012*; and *Beer—U.S., December 2012*. This report does not include analysis of the on-premise retail channel, which was covered in Mintel's *On-Premise Alcohol Consumption—U.S., February 2013* report.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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