

Alcoholic Beverage Drinking Occasions - US - March 2018

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"Dollar sales of alcohol (on- and off-premise) reached \$234 billion in 2017, a 3.5% gain over 2016. Overall sales increased by 20% from 2012-17 due to a supportive economic climate, product innovation – including flavor and format advancements – and a focus on premiumization, all which have encouraged trial."
- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Dollar sales of alcohol increase by 3.5% in 2017, rate of growth will slow
- Alcohol drinkers are more likely to have decreased alcohol consumption in 2017 than increased
- At-home drinkers primarily seek relaxation

While continued growth is forecast through 2022, a slower pace will be seen. Consumers continue to prefer the ease and personal nature of drinking at home to on-premise consumption yet are shifting consumption behaviors; adopting a wider range of alcohol types for various occasions; and, sometimes, decreasing consumption due to the pursuit of healthy living.

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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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Abbreviations

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