

## On-premise Alcohol Trends - US - October 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Americans' mindset and attitudes toward drinking have undergone a paradigm shift in recent years. While patrons of all ages are still drinking on-premise, younger generations are putting greater emphasis on their health and wellness, leading to more moderate drinking habits. Bars and restaurants should focus on offering options that fit into these diners' lifestyles."

**- Hannah Spencer, Foodservice Analyst**

This report looks at the following areas:

- Americans drink at home most often
- Gen Zers drink less than Millennials or Gen Xers
- Diners are drinking AFH more often
- Social occasions are top AFH drinking occasions
- One-fifth of diners always try a new drink

This Report covers consumer attitudes and trends relating to all alcoholic beverages consumed at any on-premise location (eg bars, restaurants, nightclubs, sport arenas). While retail alcohol data is cited in this Report, retail alcohol (ie alcohol purchased from a grocery store, mass merchandiser, liquor store) is not a focus of this Report. For more information on alcohol from a retail perspective, please look to Mintel's Drink Report library.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Top takeaways

The issues

Americans drink at home most often

Figure 1: Alcoholic beverage consumption by location – Net, July 2019

Gen Zers drink less than Millennials or Gen Xers

Figure 2: Alcoholic beverage consumption by location – Net, by generation, July 2019

The opportunities

Diners are drinking AFH more often

Figure 3: Changes in AFH drinking, July 2019 and January 2018

Social occasions are top AFH drinking occasions

Figure 4: On-premise alcohol occasions – Net: any drink, July 2019

One-fifth of diners always try a new drink

Figure 5: Adventurous drinker segmentation, July 2019

### The Market – What You Need to Know

AH still leads for alcohol consumption, but AFH sales are growing faster

Beer continues to dominate, while spirit sales surpass wine sales

Hard seltzers appeal to health-conscious consumers

### Market Size and Forecast

Projected YOY on-premise sales growth

Figure 6: Total US sales and fan chart forecast of market, at current prices, 2014-24

Figure 7: Total US sales and forecast of on-premise alcohol, at current prices, 2014-24

### Market Breakdown

On-premise alcohol sales grow faster than off-premise

Figure 8: Share of US sales of alcoholic beverages, by location of consumption, at current prices, 2014-19 (est)

Beer remains consumers' top alcohol choice

Figure 9: Share of US sales of alcoholic beverages, by type of alcoholic beverage, 2014-19 (est)

Figure 10: Total US on and off-premise sales and fan chart forecast of beer, at current prices, 2014-24

Figure 11: Total US volume sales and forecast of beer and craft beer, 2014-22

Wine continues to experience steady growth

Figure 12: Total US sales and fan chart forecast of wine, at current prices, 2014-24

Figure 13: Total US volume sales and forecast of wine, 2014-22

Figure 14: Wine launches by share of packaging type, 2014 and 2019\*

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## Spirit sales projected to overtake wine sales

Figure 15: Total US sales and fan chart forecast of spirits, at current prices, 2014-24

Figure 16: Distribution of spirits sales by volume, by segment, 2019 (estimate)

Figure 17: Total US volume sales of spirits, by segment, 2017 and 2019

## White spirits

Figure 18: US volume sales and forecast of white spirits, 2014-22

## Dark spirits

Figure 19: US volume sales and forecast of dark spirits, 2014-22

Figure 20: US volume sales of whiskey/whisky, by type, 2014-19

## RTD alcoholic beverages

Figure 21: Total US volume sales and forecast of flavored malt beverages, 2014-22

Figure 22: Total US volume sales and forecast of spirits-based prepared cocktails, 2014-22

Figure 23: Total US volume sales and forecast of wine coolers, 2014-22

## Market Perspective

### Legalization of marijuana could be competition for alcohol

Figure 24: Cannabis statements, July 2019

### Hard seltzers appeal to health-conscious consumers

Figure 25: Spiked spritzers

Figure 26: Four Loko tweet, 8/13/19

Figure 27: Bartles & Jaymes premium wine coolers

## Market Factors

### Economic instability could curb going out

Figure 28: Consumer Sentiment Index, January 2007-August 2019

### Millennials prioritize health over alcohol

Figure 29: Barriers to health and wellbeing improvement, by any rank and Millennials, March 2018

## Key Players – What You Need to Know

Bars face sobering times

Eatertainment venues attract patrons with games and high-quality menus

Restaurants struggle to implement alcohol delivery operations

Bars roll out CBD cocktails despite unclear federal approval

Lambrusco bubbles up on menus

## What's Working?

Serving up drinks with a side of fun

Bars appeal to the spectrum of sober patrons

Bitter flavors hit the mark on menus

Figure 30: Increase in menu incidence for select bitters as an ingredient in alcoholic beverages, Q2 2016-Q2 2019

Figure 31: Increase in menu item claim incidence for bitters as an ingredient in alcoholic beverages, Q2 2016-Q2 2019

## What's Struggling?

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Alcohol delivery has difficulties taking hold  
Putting CBD on the menu is still TBD

## What to Watch

Is Lambrusco the next rosé?  
Less is more for cocktail drinkers

## The Consumer – What You Need to Know

Nearly a quarter drink AFH more often  
Alcoholic beverage variety is important for diners  
Among those drinking less, price and health are concerns  
Socialization drives alcoholic and non-alcoholic beverage purchase

## Alcoholic Beverage Consumption by Location

Consumers drink more often AH than AFH

Figure 32: Alcoholic beverage consumption by location – Net, July 2019

Over half drink at a casual dining restaurant chain

Figure 33: Alcoholic beverage consumption by location – Net: any alcohol, July 2019

Figure 34: TGI Friday's email, "\$5 Fridays 'Rita – All month long," May 1, 2019

Adventurous drinkers more likely to choose fast casual restaurants

Figure 35: Alcoholic beverage consumption by location – Net: any alcohol, by adventurous drinker segmentation, July 2019

Figure 36: District Brew Yards' beer wall

Figure 37: Lux bar drink menu

Gen Zers drink less than Millennials or Gen Xers

Figure 38: Alcoholic beverage consumption by location – Net, by generation, July 2019

Figure 39: Alcoholic beverage consumption by location – Net, by race and Hispanic origin, July 2019

## AFH Alcohol Consumption by Type

RTD alcoholic beverages are primed for on-premise consumption

Figure 40: Alcoholic beverage consumption by location – Net, July 2019

Figure 41: Alcoholic beverage consumption by location, July 2019

A variety of alcoholic beverages appeals to diners

Figure 42: Repertoire of alcohol consumption – Net: any frequency, July 2019

Figure 43: Carrabba's Bar & Grill email: "Your Invited August Wine Dinner," August 6, 2019

## Changes in AFH Drinking

Diners are drinking AFH more often

Figure 44: Changes in AFH drinking, July 2019 and January 2018

Figure 45: Changes in AFH drinking, by select demographics, July 2019

Figure 46: Longhorn's email: "Look inside the best gifts for dad", 6/13/2019

Figure 47: Shore Club's frozen cocktail flight

## Reasons for Drinking AFH More

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Socializing is a key driver for drinking AFH

Figure 48: Reasons for drinking AFH more often, July 2019

Men are more motivated by drink variety

Figure 49: Reasons for drinking AFH more often, by gender, July 2019

## Reasons for Drinking AFH Less

Overall alcohol reduction accounts for decreased AFH drinking

Figure 50: Reasons for drinking AFH less often, July 2019

Health is a growing reason for drinking less AFH

Figure 51: Reasons for drinking AFH less often, July 2019 and January 2018

## On-Premise Alcohol Occasions

Social occasions are top AFH drinking occasions

Figure 52: On-premise alcohol occasions – Net: any drink, July 2019

AFH drinkers choose beer for a broad spectrum of occasions

Figure 53: On-premise alcohol occasions, July 2019

Beers are for all occasions

Wines are for food

Spirits are for celebrations

## New Drink Trial Motivators

One fifth of diners always try a new drink

Figure 54: Adventurous drinker segmentation, July 2019

Young, urban consumers most likely to try new drinks

Figure 55: Adventurous drinker segmentation – Always try new drinks – CHAID – Tree output, July 2019

Figure 56: Adventurous drinker segmentation – Sometimes try new drinks – CHAID – Tree output, July 2019

Almost four in 10 choose drinks based on flavors

Figure 57: New drink trial motivators – Net: any rank, July 2019

Men motivated by branding

Figure 58: New Drink Trial Motivators – Net: any rank, by age and gender, July 2019

Quality seekers motivated by server recommendations

Figure 59: New drink trial motivators – Net: any rank, by food and drink segmentation, July 2019

## Non-alcoholic Drink Motivators

Diners want to be social with or without drinking

Figure 60: Non-alcoholic drink motivators – Net: any rank, July 2019

Men may need help with moderation; women with calorie reduction

Figure 61: Non-alcoholic drink motivators – Net: any rank, by age and gender, July 2019

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

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Consumer survey data  
Consumer qualitative research  
Direct marketing creative  
Abbreviations and terms  
Abbreviations  
Terms  
Mintel food and drink shopper segmentation

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### Appendix – The Market

Figure 62: Total US sales and forecast of market, at inflation-adjusted prices, 2014-24

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### Appendix – The Consumer

CHAID Analysis Methodology

Figure 63: Adventurous drinker segmentation – CHAID – Table output, July 2019

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