

Beer - US - 2022

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This report looks at the following areas:

- Alcohol consumption and frequency
- Alcohol attitudes
- Beer types purchased
- Change in beer purchases
- Occasions by beer type
- Beer purchase factors

In the beer market, the value of brand names sharply declined this year, with buyers that rank the attribute as a top three purchase motivating factor falling nearly 20% from 2021-22. Price now holds the greatest importance, indicating consumers are sacrificing familiarity and popularity for the sake of stretching their alcohol budget.

While a portion of alcohol buyers agree they would pull back on alcohol entirely to manage financial strain, others would trade off to less alcohol from bars/restaurants and less-expensive alcohol types. These shifts favor beer, which has a reputation of affordability, as well as a range of offerings to deliver across the spectrum of financial health.

Consumer attitudes surrounding healthier consumption habits and moderation are strengthening. While the beer category popularized, and modernized, alcohol-free offerings, purchases stagnated from 2021-22. Making alcohol-free a viable option for those engaging in mindful consumption will require alcohol-free improvements in the areas of taste, usage occasion and potentially the addition of supplementary benefits.

Beer is falling behind other category when it comes to format offerings. Buyers already have a favorable view of aluminium, screw top cans, with several 2022 repackaging launches of the format outpacing the category in purchase intent, as well as in perceptions of appealing packaging and convenience. This,



“The affordability, versatility and social nature of beer is driving another strong year of category growth, though intensifying competition among brands. Near-term success is dependent on brands’ ability to align with the new era of drinking occasions, meet increasing flavor expectations and prove value through both cost savings and experience.”

– Sydney Olson, Food and Drink Analyst

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combined with format exploration seen in the wine category, indicates consumer readiness for what's next in beer.

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