

# Foodservice Alcohol Trends - US - 2022

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## This report looks at the following areas:

- Anticipated changes in consumer behavior post-pandemic
- The impact of socioeconomic factors on consumer behavior and foodservice alcohol sales
- Consumer interest in upcoming foodservice alcohol trends

Consumers consider alcohol purchased at bars and restaurants to be a way to treat themselves, socialize and celebrate. The demand for these experiences rose sharply in 2022 as pandemic restrictions were lifted and consumers returned to in-person dining. While the foodservice alcohol category will continue to grow over the next few years, the current economic climate could hinder gains in the short term.

Now, consumers are grappling with the impact of inflation on their discretionary budgets, rising grocery and menu prices, lowered confidence in the market and a general sense of fatigue from the pandemic. In light of these conditions, consumer schedules and lifestyles have permanently changed and continue to evolve, as have their expectations for relaxation indulgence.

Many are relying on the foodservice alcohol category as a way to unwind and indulge, while others continue to focus on value and convenience. Though classic alcohol categories remain popular on menus and in retail, hard seltzers, RTDs and single-serve formats for wine are becoming more popular, consistently delivering on value, quality and flavor variety. Consumers are also reconsidering their level of alcohol consumption and altering it to fit their mental and physical health goals.

Operators are now tasked with providing consumers quality, variety and an elevated dining experience overall – one that allows consumers an indulgent getaway from the stressors of everyday life.



“The experience on-premise drinks provide to consumers will provide a buffer as the foodservice alcohol market battles inflation headwinds and at-home alcohol consumption.”

– Varchasvi, Analyst, US  
Foodservice and Mintel Menu Insights

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