

Trending Flavors and Ingredients in Alcoholic Beverages – US – 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of inflation on alcoholic beverage trial
- Consumer experience and interest in flavors in alcoholic beverages
- Consumer interest in functional and BFY ingredients and claims
- Attitudes and behaviors towards flavor innovation with alcoholic beverage

Consumers are split nearly down the middle on how they will approach their relationship with alcoholic beverages that will impact the industry as a whole and the path to new product trial. 38% of those who anticipated purchasing alcoholic beverages away from home more often after the pandemic indicated that they would do so because they missed going out to bars and restaurants. Yet, 40% of those who anticipated purchasing alcoholic beverages AFH less often after the pandemic would be doing so to save money.

Trends in moderation and sober-curious culture suggest big changes for the industry, yet the majority of consumers do not want to give up alcohol entirely. Instead, many are interested in making healthier alcoholic beverage choices. Adult drinkers demonstrate a salient interest in healthier options in line with expectations among non-alcoholic beverages in natural flavorings, sugar and calorie reduction (or control) topping the list of appealing attributes. Fundamentally, this suggests that consumers don't necessarily need or expect alcoholic beverages to be good for them, but rather that they do not want options that are overtly unhealthy.

The good news for brands, operator and suppliers: flavor innovation in alcoholic beverages does not impact perceptions of product versatility – fewer than a fifth of consumers find limitations. Yet, a familiar carrier, flavor or even source in an operator can help ease consumers into the idea of trying new flavors and product in alcoholic beverages. Still, in a time when value will be of heightened importance, especially with non-essential spending, demonstrating versatility through customization applications like recipes and pairings, especially in packaged products can be point of differentiation.



“Competing in the crowded alcoholic beverage industry and appealing to engaged Gen Z and Millennial drinkers will demand brands to create not only flavorful experiences but also expand the call for healthier options and functional ingredients.”

– Mimi Bonnett – Senior Director – Food, Drink and Flavors

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