

# Trending Flavors and Ingredients in Non-Alcoholic Beverages - US - 2023

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## This report looks at the following areas:

- Non-alcoholic drink consumption
- New flavor/ingredient drink trial motivators
- Purchase location in new drink trial
- Non-alcoholic beverages attitudes
- Interest in specific flavors, by beverage type

51% of consumers agree that when they discover a drink with a flavor or ingredient that they like, they seek out more, indicating how momentum works within the non-alcoholic drink space. Flavor interest essentially begets more interest, but only if executed well for initial trial. 53% also agree that brands influence trial, so the combination of the two presents a significant opportunity, reaching over half of consumers.

Inflation impacts the market as consumers are traditionally less explorative as expendable income is threatened. On the other side of the equation, innovation stalls as brands struggle to redirect their efforts. As inflation subsides, expect innovation to pick back up; smart brands will already have a flavor and ingredient strategy.

Sober curiosity and trends away from alcohol are a huge opportunity for the market, especially where functional ingredients are concerned. Ingredients that replicate the relaxation effect of alcohol, without the booziness, have room to grow as do flavor forward opportunities; think zero-proof margarita-inspired or mimosa-flavored options.



"Non-alcoholic drinks are riding waves of curiosity away from alcohol and toward innovative flavors and ingredients. Millennial interest is especially strong, and driven by a sense of familiarity amidst novelty, brand loyalty, the appeal of functionality and fun."

- Michele Scott, Associate Director

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- Consumer survey data
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