

Alcoholic Beverage Drinking Occasions - US - May 2014

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“Alcoholic beverage consumers are constantly looking for innovative offerings to improve on their drinking occasion experiences. However, consumers’ diverse drinking preferences are challenging brands to keep their consumers coming back. Crossover innovation and at-home beverage recreation can help integrate brands in multiple locations and new occasions.”
– Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- How can alcoholic beverages keep top-consuming Millennials loyal to brands?
- What is driving consumers’ alcoholic beverage consumption: time or place?
- With alcoholic categories forecast to see continued growth, why are some consumers drinking less at occasions?

For the purposes of this report, Mintel commissioned exclusive consumer research through GMI to explore consumer consumption of alcoholic beverages and the attitudes and behaviors toward alcoholic beverage drinking occasions. Mintel was responsible for survey design, data analysis, and reporting. Fieldwork was conducted in March 2014 among a sample of adults with access to the internet.

Mintel selects survey respondents as proportionally balanced to the US adult population based on key demographics of gender, age, household income, and region. Mintel slightly oversamples, relative to the population, Hispanic or Black respondents to ensure adequate representation of these groups in survey results. Please note that Mintel surveys are conducted online and in English only. Hispanics who are not online and/or non-English speaking are not included in the survey.

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