



Alcoholic Beverage Drinking Occasions - US - September 2019

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This report looks at the following areas:

- One in five drinkers has reduced their consumption in the past year
- Health concerns, cost trigger attrition
- Young drinkers are particularly mercurial

Leading reasons for reducing consumption include health and a desire to spend less money, both of which are obstacles that can be addressed. An increasing consumer open-mindedness and willingness to try a range of alcohol types suggests that there is some good news for the industry.



"While the majority (85%) of US adults age 22+ drink alcohol, one in five drinkers has reduced their consumption in the past year, continuing a trend in moderation that stunts performance. Dollar sales of alcohol are projected to reach \$250 billion in 2019. While this is an 18% growth from 2014, the annual rate of growth is leveling off."

- **Beth Bloom, Associate Director - Food & Drink**

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Table of Contents

OVERVIEW

- **What you need to know**
- **Definition**

EXECUTIVE SUMMARY

- **Top takeaways**
- **The issues**
- **One in five drinkers has reduced their consumption in the past year**

Figure 1: Change in alcohol consumption, July 2019

- **Health concerns, cost trigger attrition**
- **Young drinkers are particularly mercurial**

Figure 2: Reasons for drinking less in the past year, July 2019

- **The opportunities**
- **Drinkers are not limited to one or two favorites**

Figure 3: Change in alcohol consumption, by age, July 2019

- **Focus on BFY ingredients and formulation to stem flight**
- **Give consumers reason to drink**

Figure 4: Repertoire of alcohol consumption – Net: any frequency, July 2019

THE MARKET – WHAT YOU NEED TO KNOW

- **Dollar sales of alcohol slow**
- **Beer maintains market dominance, but spirits overtake wine**
- **On-premise makes slight dollar sales gains on off-premise**
- **Growth in non-alcoholic offerings give consumers alcohol alternatives**

MARKET SIZE

- **Dollar sales of alcohol slow**

Figure 6: Total US sales of alcoholic beverages, at current prices, 2014-19 (est)

Figure 7: Total US sales of alcoholic beverages, at current prices, 2014-19 (est)

Figure 8: Total US sales of alcoholic beverages, at inflation-adjusted prices, 2014-19 (est)

MARKET BREAKDOWN

- **Beer maintains market dominance, spirits overtake wine**

Figure 9: Share of US sales of alcoholic beverages, by type of alcoholic beverage, 2014-19 (est)

What's included

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- **On-premise makes slight dollar sales gains on off-premise**

Figure 10: Share of US sales of alcoholic beverages, by location of consumption, at current prices, 2014-19 (est)

- **Convenience and selection drive channel preference**

MARKET PERSPECTIVE

- **Growth in non-alcoholic offerings give consumers alternatives**

- **A quarter of cannabis users have decreased alcohol consumption**

Figure 11: Cannabis statements, July 2019

Figure 12: Reasons for using marijuana/cannabis, July 2019

MARKET FACTORS

- **Economic instability could impact nonessential categories**

Figure 13: Consumer Sentiment Index, January 2007-July 2019

- **People are stressed**

Figure 14: Health concerns, November 2018

- **Increased in-home entertaining challenges (on-premise) sales**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Ethical claims soar, premium and limited-edition options decline**

- **Tropical/refreshing flavors lead, warm flavors fade**

- **Legacy brands suffer from perceived lack of innovation**

- **Emerging alcohol categories expand options, inspire trial**

WHAT'S WORKING?

- **Cans make their move**

Figure 15: Share of alcohol launches, by leading pack type, 2014-19*

- **Ethical claims soar**

Figure 16: Share of alcohol launches, by leading claim, 2014-19*

- **Tropical/refreshing flavors continue to lead**

Figure 17: Share of alcohol launches, by leading flavors, 2014-19*

- **Hard seltzers deliver on health**

WHAT'S STRUGGLING?

- **Warm flavors see downward trend**

Figure 18: Share of alcohol launches, by leading flavors, 2014-19*

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- **Less than a third of drinkers think large brands represent better quality**
- **Legacy brands seen as less of innovative**
- **Craft brands seen as smaller and more specialized**

WHAT TO WATCH

- **A focus on BFY ingredients and formulation to stem flight**
- **Emerging alcohol categories expand options, inspire trial**
- **Low(er) alcohol options introduce sessionability to a range of categories**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **US adults are open to a wider range of alcohol types**
- **Consumers continue to indicate alcohol reduction habits**
- **Drinkers are primarily doing so to relax**
- **Consumers are becoming less rigid about category definitions**
- **Flavor and occasion drive drink choice**

ALCOHOL CONSUMPTION

- **85% of adults drink alcohol**
Figure 19: Alcohol consumption – Net: any frequency, July 2019
- **Beer enjoys most frequent consumption**
Figure 20: Alcohol consumption – Net: any frequency, July 2019
- **Drinkers are not limited to one or two favorites**
Figure 21: Repertoire of alcohol consumption – Net: any frequency, July 2019
- **Men and women are equally likely to drink alcohol**
Figure 22: Share of alcohol consumption, by gender, July 2019
- **RTDs resonate with youngest drinkers**
Figure 23: Share of alcohol consumption, by age, July 2019

REASONS FOR DRINKING ALCOHOL

- **Relaxation is the main reason for drinking**
Figure 24: Reasons for drinking alcohol, July 2019
- **Engaging the youngest drinkers will require proper positioning**
Figure 25: Reasons for drinking alcohol, by age, July 2019
- **Proving value won't necessarily require bells and whistles**
Figure 26: Reasons for drinking alcohol, by income, July 2019

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Executive Summary

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Infographic Overview

Powerpoint Presentation

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CHANGE IN ALCOHOL CONSUMPTION

- **One in five drinkers has reduced their consumption in the past year**
Figure 27: Change in alcohol consumption, July 2019
- **Alcohol consumption habits of men are more volatile**
Figure 28: Change in alcohol consumption, by gender, July 2019
- **Young drinkers are particularly mercurial**
Figure 29: Change in alcohol consumption, by age, July 2019

REASONS FOR DRINKING LESS ALCOHOL

- **Health improvement and cost savings drive alcohol reduction**
Figure 30: Reasons for drinking less in the past year, July 2019
- **Men may need help with moderation; women with calorie reduction**
Figure 31: Reasons for drinking less in the past year, by gender, July 2019
- **Older drinkers look to improve health; younger drinkers practicality**
Figure 32: Reasons for drinking less in the past year, by age, July 2019

REASONS FOR DRINKING MORE ALCOHOL

- **Give consumers reason to drink**
Figure 33: Budweiser | "Moon Landing Happy Hour," July 2019
Figure 34: Reasons for drinking more in the past year, July 2019
- **Men more easily enticed by attributes**
Figure 35: Reasons for drinking more in the past year, by gender, July 2019

ALCOHOL OCCASIONS

- **Spirits and RTDs need the most help in expanding occasions**
- **Beer shows range**
- **Wine has a strong association with food pairing**
- **Spirits lend to special occasions**
Figure 36: "The Official Beer of Being Done Wearing a Bra", July 2019
- **RTDs aim to shed their also drink status by inspiring switching**
Figure 37: Truly Hard Seltzer :15 "BBQ", August 2019
Figure 38: Truly Hard Seltzer :15 "Candle", August 2019

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Executive Summary

Full Report PDF

Infographic Overview

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Interactive Databook

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Figure 39: Correspondence Analysis – Symmetrical map – Occasions, July 2019

Figure 40: Occasion, July 2019

- **Drinkers limit drinking to weekends to avoid work interference**
- **Promoting the meal occasion can also inspire trial**
- **Drinking at home is more comfortable**
- **Hosting scenarios: dinner party**
- **Consumers offer variety when hosting**
- **...not concerned with food pairing**
- **Hosting scenarios: barbecue**
- **Emphasis on variety extends from formal to casual events**

DRINK CHOICE DRIVERS

- **Drinkers are up for grabs...**

Figure 41: Alcohol statements – Options – Net: any agree, July 2019

- **...especially when away from home**
- **Flavor and occasion drive drink choice**

Figure 42: Alcohol statements – Choice – Net: any agree, July 2019

- **Younger drinkers are especially ripe for influence**

Figure 43: Alcohol statements – Options – Net: any agree, by age, July 2019

- **Price has a stronger impact on younger drinkers**

Figure 44: Alcohol statements – Choice – Net: any agree, by age, July 2019

ROLE OF HEALTH

- **Interest in health driven by (but not limited to) health seekers**

Figure 45: Alcohol statements – Health – Net: any agree, July 2019

- **The most frequent drinkers are the most health conscious**

Figure 46: Alcohol statements – Health – Net: any agree, by consumption frequency, July 2019

- **Younger drinkers are more health aware, open to no-alcohol versions**

Figure 47: Alcohol statements – Health – Net: any agree, by age, July 2019

PERCEPTIONS OF ALCOHOL TYPES

- **Alcohol lanes are fading**

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Figure 48: Correspondence Analysis – Symmetrical map – Perceptions, July 2019

Figure 49: Perceptions, July 2019

- **Wine's ties with food strengthen**

Figure 50: Wine perceptions, August 2017 and July 2019

- **Beer is the most versatile drink type**

Figure 51: Beer perceptions, August 2017 and July 2019

- **Cocktails are challenged by high sugar perception**

Figure 52: Cocktails/mixed drinks perceptions, August 2017 and July 2019

- **RTDs improve on most measures, still struggle with sugar**

Figure 53: Cocktails/mixed drinks perceptions, August 2017 and July 2019

- **Cannabis seen as good for unwinding, struggles on other measures**

BRAND IMPACT

- **As alcohol types democratize, brands can claim occasions**

Figure 54: Alcohol statements – Brand – Net: any agree, July 2019

- **The most frequent drinkers are more brand conscious**

Figure 55: Alcohol statements – Brand – Net: any agree, by consumption frequency, July 2019

- **Men are more image-conscious drinkers**

Figure 56: Alcohol statements – Brand – Net: any agree, by gender, July 2019

- **Hispanics are more brand aware**

Figure 57: Alcohol statements – Brand – Net: any agree, by Hispanic origin, July 2019

- **Youngest crop of drinkers less likely to tie personal identity with brand**

Figure 58: Alcohol statements – Brand – Net: any agree, by age, July 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Consumer survey data**
- **Consumer qualitative research**
- **Correspondence analysis methodology**
- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

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APPENDIX – THE MARKET

Figure 59: Total US sales of beer, at current prices, 2014-19 (est)

Figure 60: Total US sales of beer, at inflation-adjusted prices, 2014-19 (est)

Figure 61: Total US sales of wine, at current prices, 2014-19 (est)

Figure 62: Total US sales of wine, at inflation-adjusted prices, 2014-19 (est)

Figure 63: Total US sales of distilled spirits, at current prices, 2014-19 (est)

Figure 64: Total US sales of distilled spirits, at inflation-adjusted prices, 2014-19 (est)

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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