

SOBER CURIOUS

GAINS GROUND WITH YOUNGER CROWD

Younger generations seek well-being through healthier alcohol habits



36% of adults say they reduced or limited alcohol intake in the past year

9% more reduced or limited alcohol intake over the past 3 years

Drinkers ages 22 to 35 lead reduced alcohol habits

47% have made effort to decrease

23% have stopped drinking entirely

Gen Z keeps away from “Unhealthy Activities”

67% refuse smoking and drinking compared to **56%** of Millennials



Motivating Factors

Health and behavior concerns

43% of adults have reduced consumption to improve their health

35% to manage weight

14% worry they are becoming dependent on alcohol

12% worry about their behavior when they drink alcohol

Financial benefits

38% choose to reduce alcohol consumption to save money

COVID-19

45% report drinking alcohol more often since COVID-19 began

17% of drinkers say they feel drinking has become a concern since the pandemic



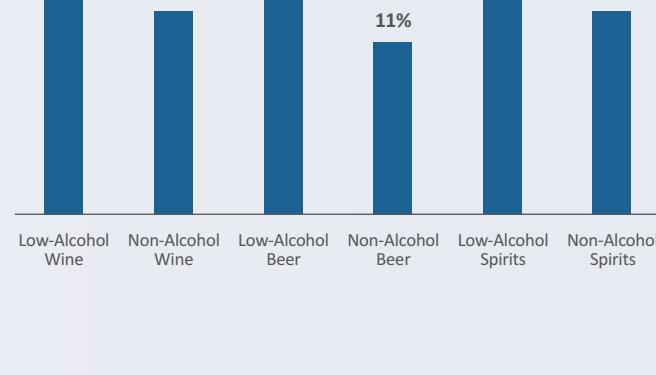
Alcohol Alternatives

Non-alcoholic drink sales increased 33% in the past year to \$331 million

44% of drinkers view alcohol-free options as a good **short-term** alternative to alcohol

35% view alcohol-free options as a good **permanent** alternative to alcohol

40% also see non-alcoholic alternatives as a guilt-free option



Bar Options

Mocktails on menus up **3%** in past year – increase of **150%** in past 4 years

23% of U.S. adults want low-alcohol cocktail options at bars, including **36%** of Gen Z

37% of people say there aren't enough low- or non-alcoholic options at restaurants and bars

Price and Taste of Alternatives

67% of buyers believe non-alcoholic alternatives should be cheaper than alcoholic options even though they are currently priced similarly or higher

44% say the taste is disappointing, yet **65%** believe it's improved in recent years

33% would like ideas for flavors and foods to pair with non-alcoholic drinks

