
Dry January Non-Alcoholic Beverage Trends

Winter 2022

evergiTM
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Evergi™ Conversations:

Social listening data from Twitter and Instagram posts utilizing keywords related to wellness. Posts are tagged by product type and subtype, medical conditions, ingredients, need states, and associated keywords.

Evergi™ Consumers:

Survey fielded semi-annually online with 5,000 US consumers age 21+. The first wave was fielded December 2020. This is a general population survey, census balanced on age, gender, and geography.

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Introduction



With 2021 over, consumers are ready to start the new year off right and shift towards healthier behaviors. For many, this “New Year, New Me” perspective can mean participating in the Dry January challenge. This challenge is designed to help consumers evaluate their relationship with alcohol and make healthier decisions in social settings, times of stress, or any other situation where one would regularly reach for an alcoholic beverage.

We see consumers shifting away from alcohol in general with **57% of wellness consumers claiming to drink less alcohol than in the past**. Regular drinking and more time alone during the pandemic have caused many to reassess their alcohol usage. Mental and physical health considerations may have convinced some consumers to moderate their alcohol use more than they previously did.

Despite trends like Dry January, consumers don’t want to quit alcohol cold turkey. Of consumers who indicated they were reducing their alcohol intake, **47% wish there were more non-alcoholic options available**. This emerging trend points to an opportunity with non-alcoholic beer, canned drinks, and spirits that consumers are outright seeking for. Brands are already innovating to serve these consumers using fun flavors, aesthetic cans, and functional ingredients.

The Next Level of Mocktails

Ready-to-drink cocktails are trending in and out of the non-alcoholic space. With so many types of drinks to draw inspiration, the canned mocktails category is bursting with interesting flavors. These beverages are designed to look more like their alcoholic counterparts, and less like traditional sodas and sparkling waters, while also providing a healthier alternative to the alcohol consumer. This makes ready-to-drink mocktails the perfect substitute for Dry January participants craving the flavor of a cocktail.



Betera	Spirity Cocktails	Lyre
“We took the craft and care that goes into fine dining and brought it to a beverage. Low on sugar, full of complexity, and reminiscent of a premium cocktail.”	“Mixed for mindful revelers like you, our non-alcoholic cocktails are crafted with Spirits Distilled from Tea for a new, complex sipping experience. Pre-mixed for your convenience, try our Signature Service suggestion to elevate your next adult social occasion with simply a glass, ice, and garnish. Feel life.”	“This unique spirit has been impossibly crafted to capture the essence of a sparkling wine, G&T and Spritz an aperitif with flavors that are distinct & contemporary. Lyre’s spirits don’t just mimic, they have their own distinction as a premium non-alcoholic beverage.”

Non-Alcoholic Beverages that Stand on Their Own

For some, a glass of wine or a can a beer is the go-to after work drink to unwind and relax. For those consumers who need their afternoon pick me up, there is a large variety of non-alcoholic beer and wines on the market. More beer companies are beginning to step into the non-alcoholic space to capture those consumers by providing alternatives that look and taste like the real thing.

Non-Alcoholic Beer

Non-alcoholic beers are being marketed as full-bodied beverages that won't leave you missing the taste of alcoholic beer. There's a non-alcoholic beer in nearly every imaginable flavor — from the classic IPA to interesting combinations of sea salt and blueberry juice. And for consumers looking for simplicity, brands like Labatt and Samuel Adams have launched non-alcoholic beers that mimic the original drink.



So.Beer	Ceria Non Alcoholic Beer	Labatt Blue Non-Alcoholic
“Beer with benefits: Brewed right from the start as non-alcoholic, at only 0.3% ABV, So.Beer retains all the naturally occurring vitamins and minerals, plus the addition of our ImmunoBoost Formula, utilizing 250mg of Beta Glucan, which improves general immune health and combats the effects of stress, as proven in 50 clinical studies.”	“CERIA’s beers contain 0.0% alcohol without sacrificing the great taste of a craft beer.” Ceria also offers a non alcoholic 5mg THC Beer in Colorado	“Labatt Blue Non-Alcoholic is brewed to have the same quality and taste profile of our Labatt Blue Canadian Pilsener, just without the alcohol.”

“Alcohol-Removed” Wine

Flavor is already important in the wine category, and non-alcohol alternatives are no different. Non-alcohol wines still pay special attention to tasting notes, pairings, and the vineyard the grapes came from. Brands even highlight their wine’s coloring to further mimic the real thing. The term “non-alcoholic” isn’t universally applied – the non-alcohol wine category leans on terms like “alcohol-removed wine” to maintain its proximity to real wine.



Starla	FRE Wines	Noughty Wines
“Premium alcohol removed wine created for wine lovers wishing to nix the spirits, but savor the experience. Our trio of varietals: Red Blend, Sauvignon Blanc., and sparkling Rose are delicious for sipping, socializing, and pairing. ”	“FRE Alcohol-Removed Wines are sourced from premium California vineyards and crafted using traditional winemaking practices. We then use our state-of-the-art spinning cone technology to remove the alcohol making FRE the perfect companion.”	“Noughty alcohol-free organic vegan sparkling Chardonnay has been dealcoholised to retain the rich flavour of this beautifully crafted bottle.”

Adaptogen-Enhanced Sobriety

Quitting alcohol doesn’t mean you have to quit all mood-enhancing products. Mood modifiers/enhancers are making their way into non-alcoholic beverage space by way of adaptogens and nootropics. BevNet Winter 2021 beverage of the year winner Hiyo is one of the first products in the space, calling itself “a better-than-alcohol alternative”. Hiyo swaps out alcohol for adaptogens and nootropics to give you what they call “the float”.

Other brands like Curious Elixirs offer unique adaptogens in each flavor to provide different effects. These companies are not the first to market their adaptogens and nootropics in a functional beverage form, and more are expected to hit the market as consumers demand better non-alcoholic alternatives.

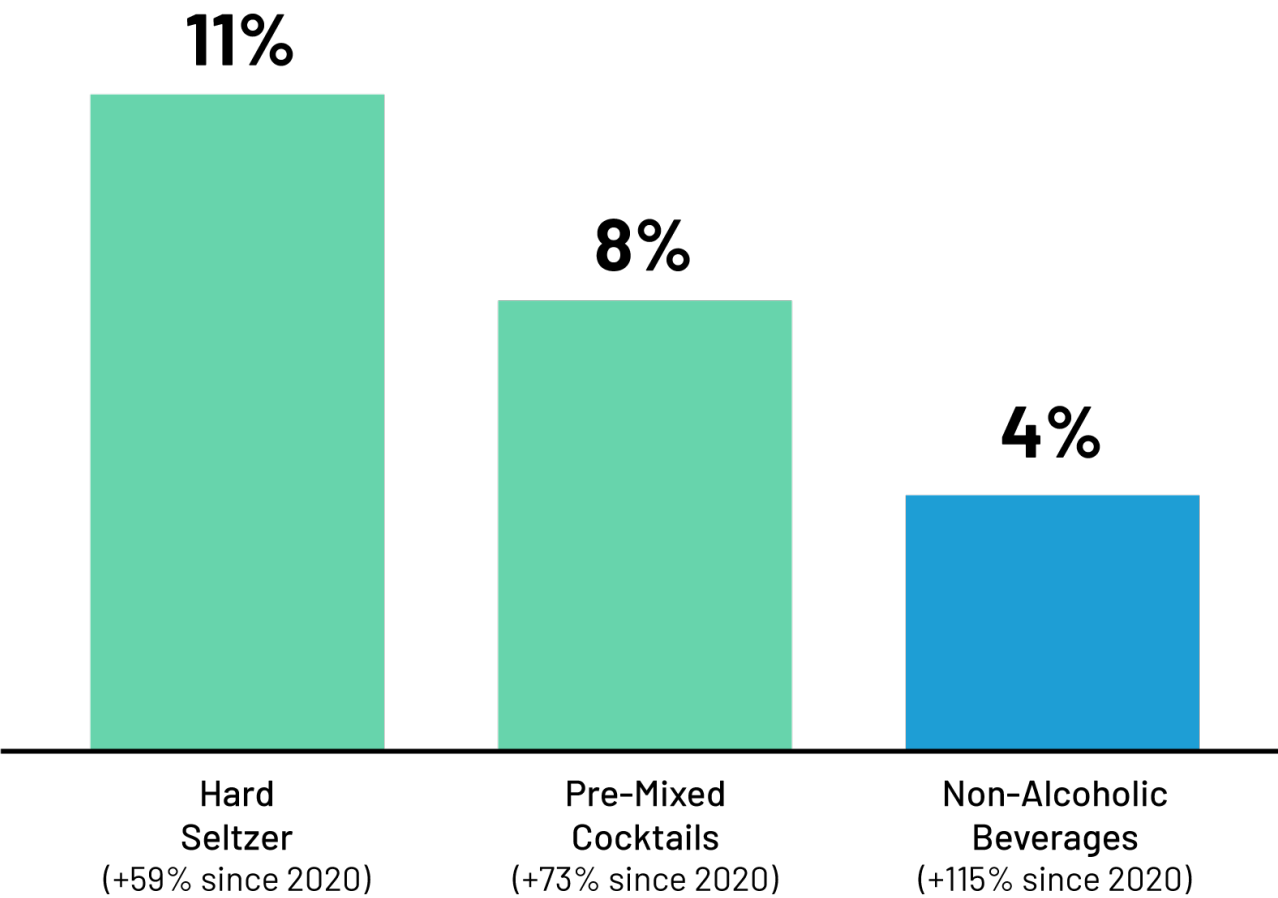


Hiyo Social Tonic	Peak Social Tonic	Curious Elixirs
“We crafted our mindful social tonics with organic adaptogens, natural nootropics, and functional botanicals to celebrate a life never wasted.” BevNet Winter 2021 Winner	“Peak is a new kind of social drink — one that helps you tune in, not out. Our unique blend of active ingredients help to relax the body whilst also boosting the mind.”	“Each Curious Elixir bolsters the body using the mysterious properties of plants — from an ancient botanical that increases serotonin and dopamine precursors, to another that increases circulation and was used in Mayan culture as an aphrodisiac.”

Beyond Dry January

Hard Seltzers and Pre-mixed Cocktails (+59% and +73%) have seen massive year-over-year growth, with well established and craft brands alike helping to flood the market with options. That growth, although impressive, is shadowed by the rapid growth we're seeing in Non-alcoholic beverages in the past year (+115%), proving many consumers won't be taking a break from drinking in just January this year.

Non-Alcoholic Beverages Experiencing Rapid Growth, outpacing both Hard Seltzer and Pre-Mixed Cocktails



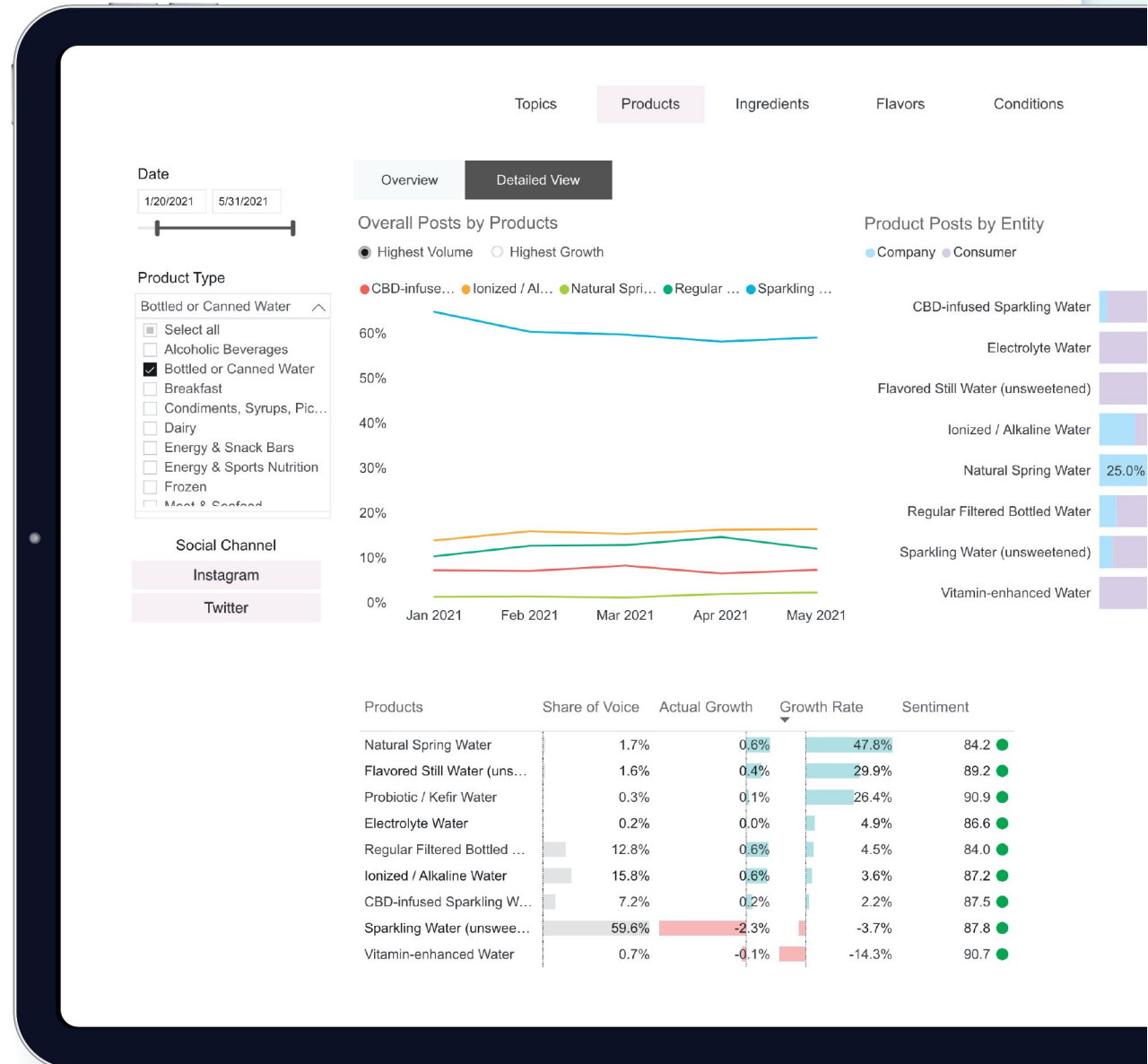
Evergi for Beverage Companies

Evergi is an insights platform that helps marketing and innovation teams validate emerging trends for their next new product. The platform integrates consumer surveys and social listening for a 360° view of trends — all in an easy-touse dashboard. Filter the data by product type, desired need state, demographics, and more.

The platform includes data on 100+ products and ingredients including:

- Enhanced Water
 - Alkaline
 - Botanicals
 - CBD
 - Probiotics
 - and more!
- Sparkling water
- Pre/Probiotic Sodas
- Nut Milks
- Energy Drinks & Shots
- Collagen
- Ashwagandha
- Reishi Mushroom
- Lion's Mane
- Cordyceps

To learn more about our insights solutions for wellness, [request your demo here](#).



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