

January 2022

RTD Alcoholic Beverages - US

“The strong attention placed on the RTD alcoholic beverages category leading into 2020, driven by seltzer excitement and prepared cocktail quality improvements, was further intensified amid the pandemic. Home drinkers looking for convenient variety gave the category a shot and explored within it, moving RTDs from occasional party drinks to ...

White Spirits - US

“Although the pandemic dampened on-premise spirit consumption and the total market in 2020, it accelerated the growth of trends in the spirits market that will ultimately benefit white spirits brands who follow them: a love of premium spirits, creative at-home cocktails and RTD options that casualize and extend white spirits ...

December 2021

Beer - US

“The rebounding on-premise channel and consumers’ eagerness to reconnect with friends and family reconciled 2020 pandemic loss in the beer category. However, the longer-term impact of the pandemic has yet to be felt, and brands must act to address societal shifts in how consumers are spending their time and money ...

Coffee and Tea Tracker - US

“Year over year, coffee and tea consumption has decreased, driven by at-home consumption. With away-from-home consumption showing a slow rebound, opportunity lies in capturing consumers who are re-forming habits. Brands should ensure at-home coffee and tea options feel premium yet convenient, while operators should make sure they have trendy and ...

November 2021

Dark Spirits - US

“The pandemic created short-term issues for the spirits market due to the reduction in on-premise expenditures but also accelerated existing trends that will ultimately benefit the spirits market in the long term. Specifically, the pandemic reinforced consumers’ preferences for higher-end spirits and contributed to increased spirit category engagement as consumers ...

Wine - US

“As a mainstay of consumers’ alcohol repertoires, wine was able to reach those eager to reacclimate to on-premise drinking, as well as those who continued to primarily drink at home in 2021. The wine category has rebounded from 2020 dollar losses, though it did so in the context of overall ...

October 2021

Foodservice Alcohol Trends - US

“The on-premise alcohol market is in a recovery period following the vaccine rollout; yet, the Delta variant’s spread, along with general financial uncertainty, has consumers rethinking their foodservice alcohol expenditures. Moreover, consumers developed new home-based drinking behaviors and routines over the course of the pandemic; these new home drinking behaviors ...