



2023 BevAlc Trend Report





Introduction

Based on a nationwide survey of adults of legal drinking age conducted during October 2022*, and supplemented with sales data derived from the Drizly platform, Drizly's report provides insights into the biggest trends in beverage alcohol for 2023.

*Results are from a Prodege Decipher® survey conducted among a sample of over 1,000 U.S. adults, aged 21 and older who have purchased alcohol in the past 90 days. Respondents had to reside in one of the following 35 states in order to qualify for the survey: Arkansas; Arizona; California; Colorado; Connecticut; District of Columbia; Florida; Georgia; Iowa; Idaho; Illinois; Indiana; Iowa; Kentucky; Louisiana; Maine; Maryland; Massachusetts; Minnesota; Missouri; Nebraska; New Hampshire; New Jersey; Nevada; New York; North Carolina; Ohio; Oklahoma; Oregon; Pennsylvania; Rhode Island; Tennessee; Texas; Virginia; Washington; and Wyoming.

Popping more affordable bottles of fizz.

Bottles of bubbly, but less pricey. Of survey respondents that plan to spend the most on wine in 2023, **19%** reported prosecco and sparkling rose, respectively, only 4 percentage points behind the sparkling category's leader, Champagne (**23%**), as the types of wine they will purchase the most. That expectation echoes a similar finding in Drizly's 2022 Retail Report*, which found **59%** of retailers expecting to sell more less expensive bubbly than last year.



*Source: Drizly Retail Report, 2022

The rum resurgence.

Expect to drink more rum. Of survey respondents that plan to spend the most on spirits in 2023, **33%** cited rum, notably beating out bourbon (**32%**) and American whiskey (**31%**) and barely lagging tequila (**35%**), as the type of spirit they will purchase the most. **34%** of survey takers also ranked rum above whiskey (**31%**) and gin (**17%**) as the preferred spirit-base for RTDs, only after vodka (**61%**) and tequila (**45%**).



Portable options dominate non-alc and boozy sips.

Portability for any style of drink. At **10%**, non-alcoholic RTD cocktails took the top spot among non-alc categories that survey takers anticipate drinking more of in 2023. Respondents also cited tequila-based RTDs as the top emerging drink category they want to try in 2023 (**36%**), followed by hard soda (**34%**), hard coffee (**23%**) and canned wine (**21%**), pointing to consumers eagerness for convenient formats.



Ready-to-drink cocktails are a year-round bar cart staple.

Make space for RTDs on the bar cart, no matter the season. **47%** of those surveyed cited that they anticipate drinking RTDs during all seasons in 2023, signaling its move beyond just spring and summertime sipping. These attitudes follow the trends on Drizly, with RTDs experiencing an over 400 percent growth* in share to date since 2019 in the spirits category.



*Source: Drizly Internal Data; 2019 - 2022



Wine drinkers demand more info on the label.

What's on the front matters. When asked what would inspire them to purchase more wine in 2023, survey takers cited clearer tasting notes (**23%**), followed by low-calorie options (**21%**), organic/natural options (**16%**) and more transparency in ingredients (**12%**).



Lager, call it a comeback.

Lager will take up more space in the cooler. Of respondents that plan to spend the most on beer in 2023, lager took the top spot at **38%**, notably 1 percentage point above hard seltzer (**37%**), as the type of beer they will purchase the most. Trends on Drizly point in the same direction. Light lager is once again on the rise on the platform despite past share losses, experiencing a 20 percent growth* in share to date since 2020 in the beer category.

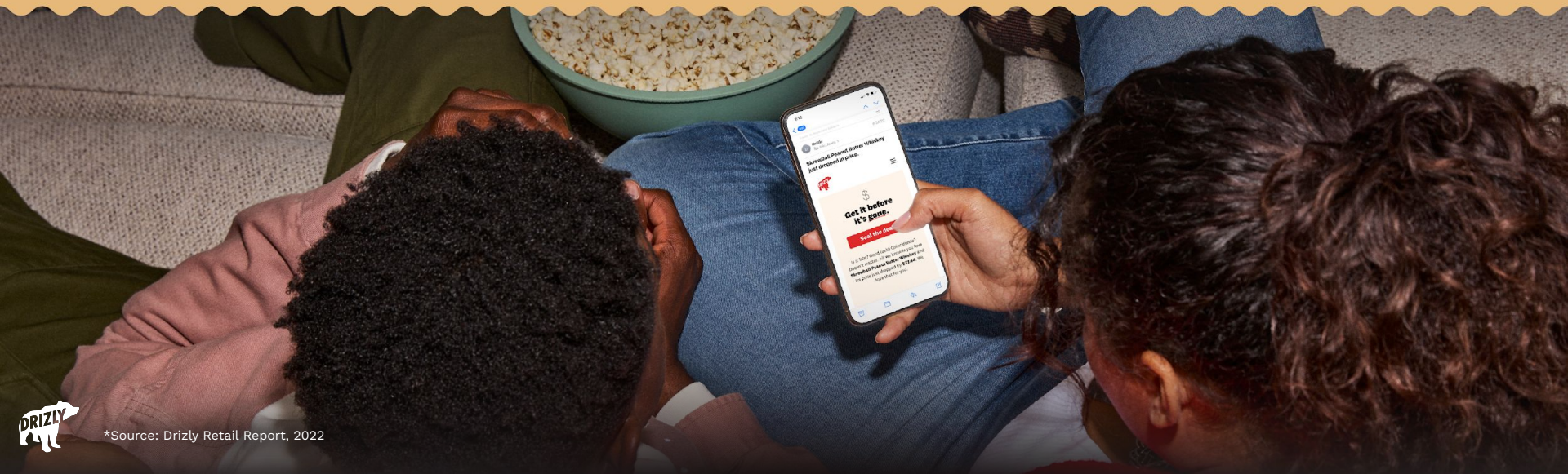


*Source: Drizly Internal Data; 2020 - 2022



Shoppers look for drink deals to fight inflation.

Sales, loyalty programs, rewards and more. **34%** of survey takers reported that they will proactively shop for drink deals in 2023 due to inflation. What's more, Drizly's recent Retail Report* found **38%** of retailers stating they put more deals, sales and loyalty programs in place in 2022.



*Source: Drizly Retail Report, 2022



Drizly, an Uber company, is a leading beverage alcohol e-commerce shop. Millions of consumers of legal drinking age turn to Drizly to get the best drinks for the moment, delivered. With one of the widest selections of beer, wine, and spirits, Drizly offers convenient delivery options with a tailored shopping experience based on what consumers are shopping for—whether that’s a gift, a big order for an event, or drinks for a casual night at home. Today, Drizly partners with thousands of retailers and suppliers to help them to reach new customers, tap into key market and customer insights, and diversify their business to grow sales. As the industry leader, Drizly is building the best shopping experience for beverage alcohol in a regulatory compliant manner that promotes a safe drinking culture. Learn more at **Drizly.com**, download the Drizly app (**App Store** and **Google Play**) and follow Drizly on **Facebook**, **Twitter** and **Instagram**.

