



---

# 2023 Consumer Trend Report



# Table of contents

---

**03** | Introduction

**04** | Summertime shakeups

**07** | Staying in is the new going out

**10** | Gifting is shifting

**13** | No alcohol, no problem

**19** | Without a clout

**22** | Appendix





Just in time for your summertime celebrations, Drizly's back with the fifth annual rundown on what America's drinking. And as a leading beverage alcohol e-commerce platform, Drizly knows a thing or two about drinks. What's the secret sauce? This report combines sales data derived from Drizly's proprietary platform with results from a nationwide survey of legal drinking age adults\* to report on the top preferences right now and the biggest trends on the horizon (hello, red wine for summer). Read on to discover the go-to drinks for the summer and beyond, where drinks will be served this year (hint — this trending hotspot has everything: your dog, a stocked fridge, no line for the bathroom) and post-pandemic gifting vibes. Cheers!

*\*Results are from a Prodege Decipher® survey conducted among a sample of 1,001 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 states in order to qualify for the survey: Alabama; Arkansas; Arizona; California; Colorado; Connecticut; District of Columbia; Florida; Georgia; Hawaii; Idaho; Illinois; Indiana; Iowa; Kentucky; Louisiana; Maine; Maryland; Massachusetts; Minnesota; Missouri; Mississippi; Nebraska; New Hampshire; New Jersey; New Mexico; Nevada; New York; North Carolina; Ohio; Oklahoma; Oregon; Pennsylvania; Rhode Island; Tennessee; Texas; Vermont; Virginia; Washington; and Wyoming.*

# Summertime shakeups

**Summertime and the sipping is easy.** Is red wine poised to dethrone white and rosé as the go-to vino for poolside sipping? And while ready-to-drink cocktails (RTDs) are showing power beyond summertime likely thanks to an explosion of flavors and styles, consumers say they'll be returning to the basics for 2023's warmer months.



### Will red be the new pink?

Is the forecast calling for red wine showers? This summer, 31% of respondents plan to reach for red wine as their go-to summer drink — an 8 percentage point increase from 2022. More **survey takers crowned red wine (31%) their top summer sip, ranking it above the typical white wine (28%) and rosé (17%),** and potentially signaling a shift in how consumers view red wine. In fact, Drizly has seen lighter body red varieties, like Lambrusco and Gamay, rising in the ranks and experiencing share increases on the platform from May-August over the past few years.\*

### An end to the cold (can) war?

Consumers are poised to go back to the basics as the weather gets warmer, with survey takers voicing lower interest in the portable drinks that have been in vogue over the past few summers. **22% of respondents will be sipping on RTDs as their top drink for summer 2023, a whopping 17 percentage point decrease from summer 2022.** Not far behind, 21% of those surveyed plan to reach for hard seltzer this summer and 14% for hard alternatives (i.e. hard lemonade, hard iced tea) - both experiencing decreases year-over-year with 4 and 2 percentage point drops, respectively. Alternatively, consumers are embracing the classics as they show **heightened interest in tried-and-true drinks for summer 2023: light liquor (34%), white wine (28%), and light lager beer (23%),** all enjoying a 2 percentage point increase in popularity year-over-year.

### An RTD for all seasons.

A year-over-year decrease in RTDs as a summer drink could potentially be thanks to a shift in perception. While RTDs have seemingly followed the same blueprint as hard seltzer's explosive trajectory over the past few years, the newness may be wearing off and **consumers could be starting to see RTDs as a year round staple and not just a warm weather go-to.** From 2018-2020, hard seltzer experienced a 278% growth in share (sitting at 3.4% share on Drizly in 2020), but saw a drop in in 2022 down to 2.8% share. From 2019-2021, RTDs experienced a 400% growth in share (sitting at 2% share overall on Drizly in 2021), but continued to rise to 2.7% share in 2022.\*\* **The continued growth potentially may be due to the diversification of the RTD category versus hard seltzer, with so many subcategories** — from margarita and mojito RTDs, to martini, cosmopolitan, and mixed drink RTDs. This range within the subcategory subsequently lends itself to different types of occasions throughout the year: whether it's poolside sipping, or holiday parties and tailgating.



**GO-TO  
SUMMER  
DRINKS ON  
THE RISE**

**34%** Light Liquor

**31%** Red Wine

**28%** White White

**23%** Light Lager Beer

**GO-TO  
SUMMER  
DRINKS  
ON THE  
DECLINE**

**22%** Ready-To-Drink Cocktails

**21%** Hard Seltzer

**14%** Hard Alternatives

# Staying in is the new going out

**Why go out when you can drink in?** As bar tabs inflate, Americans are drinking out less, and interestingly, are opting to sip on premium drinks at home instead. “Self-bartending” may be on the rise once again, following its big ascent during the pandemic. Folks are rolling up their sleeves, stepping behind their counters, and making like their favorite bartender to mix up cocktails — no tip required.



### The inflation is real.

Where consumers are drinking is changing amid inflation: **nearly one-in-four (22%) respondents say they'll opt to drink from home (or DFH, if you will) more often in 2023** versus 2022 than at bars/restaurants. In fact, millennials plan to skip bars/restaurants the most this year, with 33% planning to drink more at home in 2023. What's more, **45% of survey takers reported they are drinking more expensive or premium beer, wine, and spirits at home** versus at bars/restaurants (34%). Interestingly, 36% of respondents say they'll continue to pay a premium for wine, 27% will pay premium prices for dark liquor, and 26% for light liquor.

### No reservations required.

Self-bartending is also becoming more popular in 2023. This year's survey found **one-in-five respondents (19%) are planning to give their bartending skills a whirl more often in 2023** compared to 2022. And 28% of those surveyed have a home bar set up with the majority (63%) saying they restock it once a month or more.

### Let's make a deal.

Survey respondents are heading off inflation by spending less at bars/restaurants and **spending more on beverages to drink at home (26%)**. Additionally, they're proactively shopping for deals (22%).

### Girls night in.

Nearly **60% of female respondents say that inflation has affected how often they go out to bars/restaurants** and the number of drinks they have once there, compared to 50% of men. 46% of female survey takers also say they'll spend more on premium beer, wine or spirits to drink at home versus 42% of men.





**26%**

Respondents spending more on alcohol to drink at home versus at bars/restaurants

**28%**

Respondents that have a home bar set-up

**22%**

Respondents planning to drink more at home in 2023 compared to 2022

**19%**

Respondents planning to make more cocktails at home in 2023 compared to 2022

**Nearly 60% of female respondents say that inflation has affected how often they go out to bars/restaurants**



# Gift-giving is shifting

**Say it with beer, wine, and spirits.** While there was a significant rise in gift-giving for "everyday moments" during the pandemic, it's the big moments that are coming back in a big way in this post-pandemic world. Possibly signaling a return to normalcy, survey respondents say they are splurging for the major holidays, rather than cheering as often to the small moments.



### Celebrate good times.

Despite inflation, gifting beer, wine, and spirits is expected to be increasingly popular for 2023. About **eight-out-of-ten respondents (78%) have given alcohol as a gift, a proportion that has increased significantly since 2022 (74%)**, and nearly three-quarters (72%) say their gifting of alcohol will stay the same or increase in 2023.

Drizly's survey also found that **Gen Z (41%) and millennials (31%) are the most likely to anticipate gifting drinks more often** than they did in 2022.

### What's in the box? This year, likely beer, wine or spirits.

With a **12 percentage point increase year-over-year from 2022 to 2023, 68% of survey takers now say that holidays are the top occasion for gifting beer, wine, and spirits** (up from 56% in 2022). Notably, holidays are outpacing birthdays (64%) in 2023, which previously held the top spot in 2022 as the most likely occasion for gifting drinks. As evidenced by orders on Drizly, holidays are typically a top gifting occasion for beer, wine, and spirits — and now with more consumers turning to these types of occasions in 2023 for gifting, could we see them go even bigger this holiday season?

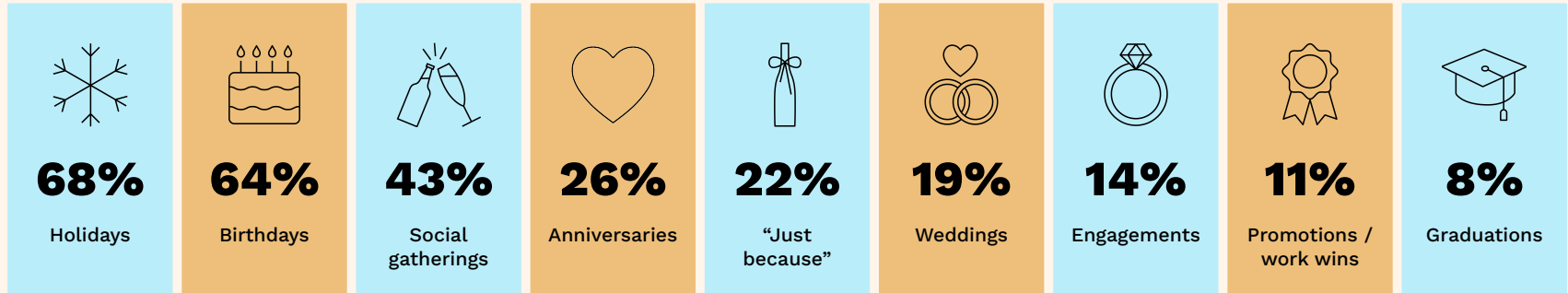
### Cheers to that.

**More than half of those surveyed (56%) say they usually spend more on alcohol when it's a gift over a non-gift**, with the vast majority (82%) typically spending up to \$100. Consumers are also spending more on gifting in general on Drizly — in 2022, the average gift order value was 84% more (compared to 75% more in 2021) than non-gift orders.\*

### It's not just the little things...

As an occasion to splurge on premium alcohol in 2023, “just because” dropped 17 percentage points among survey responders in 2023 (38%) when compared to 2022 (21%), while holidays increased 9 points. Additionally, **respondents are gifting less “just because”** — with this rationale dipping 3 percentage points compared to 2022. **Gifting for smaller occasions like anniversaries or promotions/work achievements is also down**, as consumers are less likely to give alcohol to celebrate these occasions — dropping 6 and 5 percentage points year-over-year. While Drizly saw increases in the share of gift orders sent during non-traditional months (i.e. apart from Mother's Day, Father's Day, the holidays, etc.) in 2021 during the pandemic, there have been slight decreases in 2022 and 2023 to date for those same months.\* This potentially signals that **despite consumers celebrating more micro moments at the height of the pandemic, this revived focus on the big moments may be a refreshing return to gifting-normalcy.**

# Top occasions for gifting alcohol in 2023



Drizly Consumer Survey 2023

# Most-gifted SKUs on Drizly (December 19-25, 2022)

01. Veuve Clicquot Brut Yellow Label Champagne
02. Caymus Napa Valley Cabernet Sauvignon
03. Clase Azul Reposado Tequila
04. Dom Pérignon Vintage Champagne
05. Veuve Clicquot Yellow Label Gift Box Champagne
06. Don Julio 1942
07. Moët & Chandon Impérial Brut Champagne
08. Johnnie Walker Blue Label Blended Scotch
09. The Macallan Double Cask 12 Year Old Single Malt Scotch Whisky
10. Blanton's Single Barrel Bourbon

# No alcohol, no problem

**A different kind of happy hour.** Consumers are more than just sober curious, they're going all in on the non-alcoholic (NA) category. With interest growing well beyond NA beer and expanding to NA ready-to-drink cocktails (RTDs) and NA wine, there's truly something for every kind of drinker. And, in the beverage battle of the sexes, men are leading the charge in NA consumption.



### Ones to watch.

NA beer, wine, and spirits are growing in popularity — particularly amongst younger generations. **23% of Gen Z and 24% of millennial respondents reported drinking non-alcoholic beer, wine or spirits often**, while only 6% of Gen X and 1% of boomers said the same. Trends on Drizly point in the same direction: **NA categories on Drizly grew 29% in 2022 compared to 2021.\***

### Dry-try.

The reasons consumers are trying non-alc vary: **50% of survey takers have tried NA beer, wine or spirits** to see if they like it (39%), when they are drinking less for a healthier lifestyle (31%), or when they cannot drink alcohol for a specific reason (35%). What's more, **nearly half (45%) of respondents say they're extremely likely or likely to take part in a month-long “dry” challenge**, like Dry January or Sober October.

### It's a guy thing.

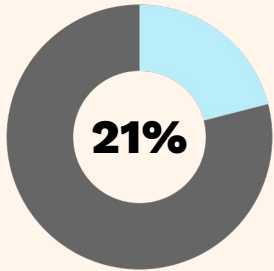
**14% of male respondents are drinking NA beer, wine or spirits either often or periodically**, while 9% of female respondents said the same. Male respondents (12%) were also more likely to be “sober curious” compared to women (8%).

### Beyond the pint.

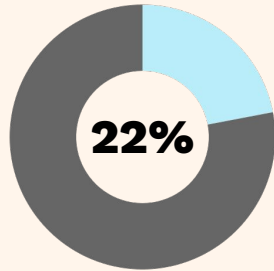
**Beer is the most-preferred NA drink (30%)** amongst respondents, followed by NA RTDs (20%), NA wine (17%), and NA spirits (10%). However, looking forward, **survey takers are more curious to try NA RTDs (17%) and NA wine (14%)** over NA beer (12%) and NA spirits (10%) — echoing findings from *Drizly's 2023 BevAlc Trend Report*, which found that RTDs were the top NA category that survey takers anticipated drinking more of in 2023.\*\* Notably, when it comes to the type of NA drink that respondents were most curious about, NA wine topped the list for Gen Z (21%) and millennials (22%), while NA RTDs were the top pick for Gen X (15%) and boomers (17%).



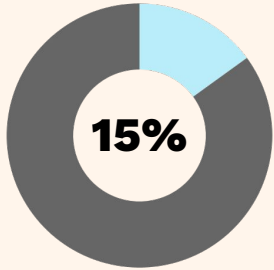
# NO ALCOHOL, NO PROBLEM



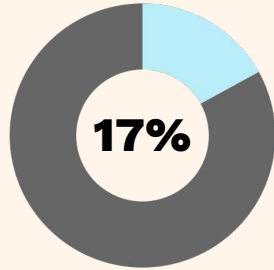
**Gen Z** respondents most curious to try or drink more non-alc wine



**Millennial** respondents most curious to try or drink more non-alc wine



**Gen X** respondents most curious to try or drink more non-alc RTDs



**Boomer** respondents most curious to try or drink more non-alc RTDs



# Home is where the party is

**Ain't no party like a house party.** Home entertaining is seeing a resurgence for 2023, with millennials and Gen Z hosting small and large gatherings alike. What's on tap? Easy-to-serve ready-to-drink cocktails (RTDs), of course.





### Backyard BBQs, birthday parties, and holiday gatherings, oh my.

**21% of respondents stated they plan to host friends and family at home more often this year** compared to 2022, and nearly half (47%) of those surveyed are planning to invite friends and family into their homes as often as they did in 2022. **Backyard barbecues (46%) topped the list of events survey takers plan to host at home** this year, followed by casual get togethers (44%), holiday gatherings (41%), birthday bashes (39%), and dinner parties (29%). Gen Z and millennial respondents are especially eager to host in 2023 with 34% and 31% of respondents wanting to do more of it this year versus 2022, respectively, compared to Gen X (18%) and boomers (12%).

### Drinks on them.

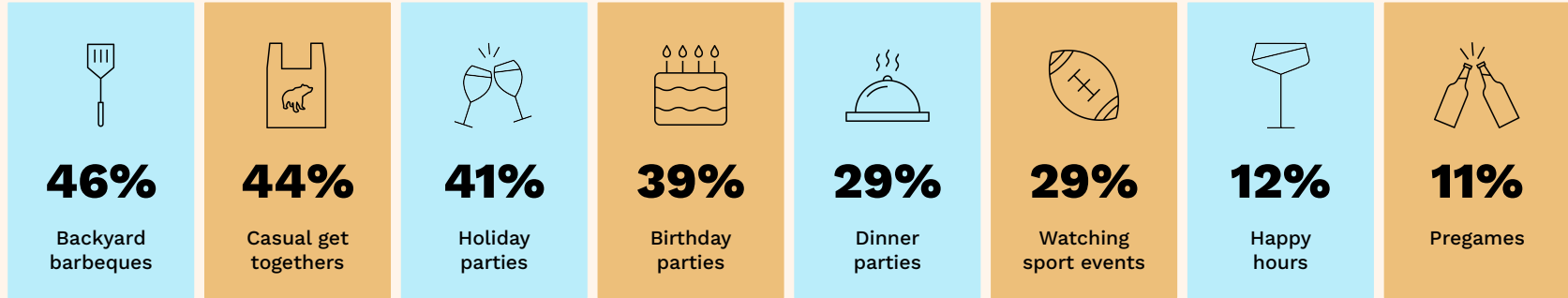
When **hosting at home, nearly half (47%) of those surveyed say they supply the drinks.** How much they spend depends on the size of the party: for small gatherings of five people or less, most people spend up to \$100 on alcohol (68%); for casual get togethers with five to 10 guests, most spend up to \$150 (62%); and for bigger parties with 10+ guests, most spend up to \$300 (61%); with another 13% spending \$300 or more.

### What's on tap.

Hosts are stocking up on RTDs to serve their guests, along with beer, wine, and spirits. While **50% of survey takers said backyard barbecues are where they are most likely to drink an RTD, 49% said a party** — no matter the season. And looking ahead to holiday parties, 14% of respondents cited RTDs as their drink of choice, tied with beer, and following wine (35%) and spirits (21%). This echoes Drizly's earlier finding that RTDs may be going mainstream as a year-round staple. These behaviors also follow trends on Drizly, where **RTDs saw year-over-year share increases in 2022 during seasons outside of spring/summer:** including a 41% increase in share in October-December 2022 compared to the same time period in 2021 and a 38% increase in share in January-March 2022 versus those same months in 2021.\*



# Top events to be hosted at home in 2023



Drizly Consumer Survey 2023



# Without a clout

**The influencers are (not) influencing.** When it comes to beer, wine, and spirits, respondents say influencers, social media ads, and celebrities don't hold much sway. Gen Z shops with their eyes first, with cool packaging holding the most influence, followed by sustainability and transparency. Millennials consume with their hearts on their sleeves by shopping brands that support their values and are local, small, or family owned.



### Mother knows best.

When looking to try a new beer, wine or spirit brand, respondents are **most strongly influenced by recommendations from people they know, like friends and family (57%), or bartenders (25%)** — because real friends don't gatekeep. Notably, survey takers say they **aren't as swayed by social media ads (14%), influencers (8%), or celebrity endorsements (6%)**. Could these findings point to consumer's potentially becoming fatigued with influencers?

Even younger generations are largely impartial to influencers and celebs — **with only 17% of Gen Z and 13% of millennial respondents listing influencers as a reason to try new beverage alcohol brands**. 10% of Gen Z and 11% of millennial respondents feel the same about celebrity endorsements. With survey takers saying they aren't influenced by these types of celebrity endorsements, it could further support the rise of celebrity-owned alcohol brands over the past few years as a more meaningful route. Celebrity-owned brands tend to see great success on Drizly, with brands like the George Clooney-founded Casamigos currently ranking as the top-selling tequila brand on the platform and growth from star-studded brands like 818 Tequila, Teremana and Aviation Gin.\*

### The “It” factor.

What are the top factors when considering a beer, wine or spirits purchase? **55% of Gen Z respondents said interesting and unique packaging followed by sustainable packaging (34%)**. 23% of Gen Z respondents are also willing to splurge on a premium alcoholic product with a fancy bottle design or unique packaging. What would stop them from purchasing? A lack of transparency in ingredients (31%). On the other hand, **40% of millennials surveyed think local, small, or family owned is the way to go** and 22% would not buy a product unaligned with their values.



## Top purchase influences for new beverage alcohol brands in 2023

57%

Recommendations from friends or family members

37%

Pricing

25%

Recommendations from a bartender

24%

Customer reviews

23%

Labels stands out to me

22%

Recommendations from a spirits/wine/beer store employee

14%

Ads on social media platforms

13%

Expert reviews/ratings

8%

Influencers

6%

Celebrity endorsements





---

Drizly, an Uber company, is a leading beverage alcohol e-commerce platform. 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. Learn more at [Drizly.com](https://www.drizly.com), download the Drizly app ([App Store](#) and [Google Play](#)) and follow Drizly on [Facebook](#), [Twitter](#) and [Instagram](#).

