

# Non-Alcoholic Beverage Trends

Summer 2021

**evergi**<sup>TM</sup>  
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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



There is an emerging trend toward drinking less among consumers. **64% say they are drinking less alcohol than in the past.** Alcohol sales increased in spring 2020 as consumers coped with the pandemic. Now, many consumers are adjusting their drinking habits.

Regular drinking and more time alone to reflect during lockdown seem to 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.

At the same time, the cutback may have not been exclusively health-related. There were fewer social settings for drinking in a social-distanced world. With a lower tolerance for alcohol, pre-pandemic drinking habits likely won't return immediately. Consumers will look to pace themselves with non-alcoholic beverages or choose them to avoid hangovers all together.

Of consumers who report drinking less, a whopping **75% wish there were more non-alcoholic options for social gatherings** as of Evergi's December 2020 survey. This emerging trend points to an opportunity with non-alcoholic beer, canned drinks, and spirits that consumers are outright asking for. And brands are already innovating to serve these consumers using fun flavors, aesthetic cans, and functional ingredients.

# Non-Alcoholic Beverages that Stand on Their Own

Consumers will need more than one non-alcoholic beer on a menu or shelf. Staying in the market requires non-alcoholic beverages that delight consumers and stand on their own. Beer and wine alternatives are doing their best to 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.



Dogfish Head Lemon Quest	Brew Dog Hazy AF	Labatt Blue Non-Alcoholic
<p>“Brewed with real lemon puree, blueberry juice, acai berries, monk fruit, sea salt and special, Hopsteiner Polyphenol-Rich Hop Pellets™, Lemon Quest is a super-refreshing, active lifestyle-oriented, non-alcoholic wheat beer.”</p>	<p>“Low alcohol just got juiced up. And Hazy AF lives up to the hype. All the attitude, all the flavor but none of the alcohol.”</p>	<p>“Labatt Blue Non-Alcoholic is brewed to have the same quality and taste profile of our Labatt Blue Canadian Pilsener, just without the alcohol.”</p>

## “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.



Fre Sparkling Brut	St. Regis Chardonnay	Leitz Eins Zwei Zero Sparkling Rose
<p>“The cascading bubbles and delicate effervescence of our alcohol-removed sparkling wine elevates any occasion. A fragrant bouquet of green apple and ripe pear is balanced by a crisp palate of apple and strawberry.”</p>	<p>“The St. Regis Chardonnay is a delicious, refreshing and elegant wine. The golden yellow colour reflects its light, aromatic, happy personality that evokes floral and fruity notes of exceptional depth and flavour including apricot and pear.”</p>	<p>“This non-alcoholic sparkling rose is 100% Pinot Noir. The grapes macerate for 6 hours prior pressing. The CO<sub>2</sub> really balances out the residual sugar, making it appear drier than it is. Because of that, it’s even more wine like!”</p>

# Adaptogen-Enhanced Sobriety

Non-alcoholic options invite consumers to enjoy life without inebriation—but that doesn’t mean no mood modification. Adaptogens and nootropics are making their way into non-alcoholic alternatives. Hiyo calls itself “a better-than-alcohol alternative.” The brand swaps out alcohol for adaptogens and nootropics. Peak is also hot on this trend, offering “nootropic infused mood drinks to heighten your senses.” They aren’t the first to do so, but Hiyo and Peak uniquely market themselves as adaptogen-enhanced non-alcoholic alternatives.

Functional beverages with nootropics and adaptogens are widely available online and in high-end grocers, but they are not often marketed as non-alcoholic alternatives. As one example, Vybes distinctly positions itself as a wellness drink. Peak, Hiyo and Vybes may use similar functional ingredients, but the placement of these functional beverages will determine who picks up a 6-pack and why.

Adaptogen-enhanced drinks cost more than the average non-alcoholic drink—no matter how it is positioned. By putting these high-priced drinks next to comparably priced alcoholic beverages, consumers may be more willing to spend the extra few dollars for a serving of ashwagandha.



Peak Social Tonic	Amplify	Hiyo Social Tonic
<p>“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.”</p>	<p>“Making healthy choices doesn’t mean less fun—gone are the days of lime and sodas or elderflower cordials; here’s to a new era of mindful drinking.”</p>	<p>“We crafted our mindful social tonics with organic adaptogens, natural nootropics, and functional botanicals to celebrate a life never wasted.”</p>

# 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. **Canned non-alcoholic beverages are only considered “non-alcoholic” because of their marketing.** Consumers want booze-free options that look like their alcoholic counterparts rather than a soda can. And they don’t want all the sugar that comes with canned beverages.



Mingle	Nope	Greenbar Distillery
<p>“Made with all natural and organic ingredients, Mingle Sparkling Mocktails are the ultimate healthy, low-cal alternative beverages for enjoying anywhere, anytime.”</p>	<p>“Whipping up original mocktails with fresh fruit and spices may game-change celebrations. But, the hassle! No fuss, no foul. We canned booze free alt-tails that evoke a smile sip after sip.”</p>	<p>“How could we improved non-alcohol cocktails? By giving them real depth &amp; complexity. All the flavor. None of the booze. Enjoy our craft take on the classic bitters &amp; soda with three unique flavors.”</p>

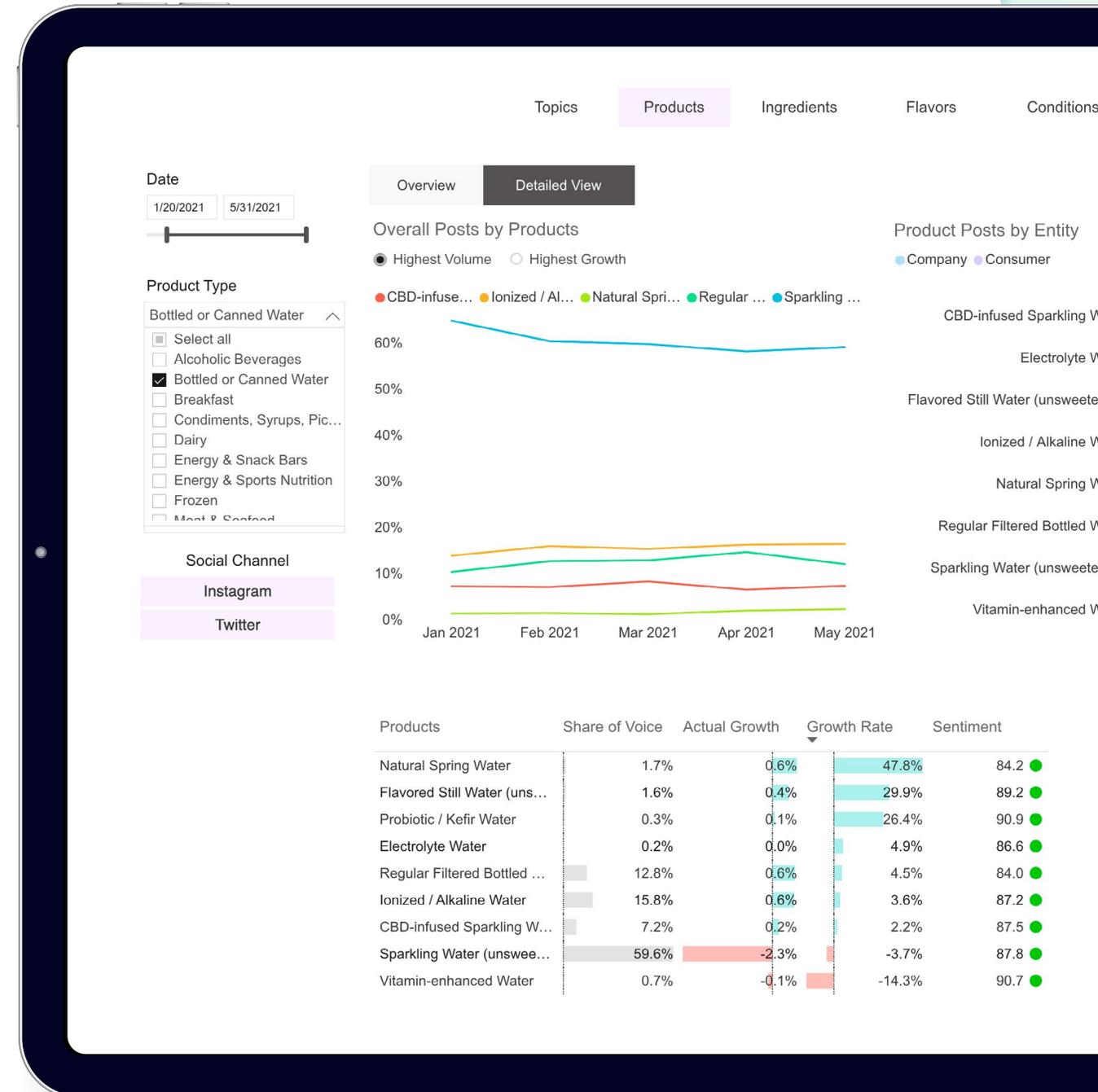
# Evergi for Beverage Companies

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-to-use 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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