

A high-angle, close-up photograph of several hands holding wine glasses, clinking them together in a toast. The glasses are filled with a light-colored wine. In the background, a plate of food, including what looks like sushi or small appetizers, is visible. The overall atmosphere is social and celebratory. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text.

# provoke

insights

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Alcohol: Trends  
Spring 2022



## Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries, including alcohol.





## Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1<sup>st</sup> to March 10<sup>th</sup>, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



## **Who is Purchasing Alcohol?**

Almost three-quarters of Americans have purchased alcohol in the past three months. Consumers are buying all types of beverages, with beer being the most popular. Males are purchasing beer and liquor, while females more often buy wine and hard seltzer. Those who purchase alcohol are more likely to have children living at home.



## **More Online Purchasing**

Almost all alcohol purchases are taking place in person at stores. Online wine sales have decreased since 2021, with only 10% of consumers making purchases through ecommerce options. This is not surprising as most consumers are comfortable shopping in-store again.



## **Preferred Drinks for Different Occasions**

Alcohol preferences differ based on the occasion. Wine is the top drink at restaurants and special occasions. Beer is preferred at bars, parties, and at home. Hard seltzer is not prioritized for a specific location, though it is most commonly consumed at casual parties.



**73%** of Americans purchased alcohol in the last 3 months.

# Consumers are Buying a Variety of Alcoholic Beverages

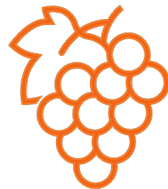
Even though hard seltzer is a newer product, a quarter of consumers are purchasing it.

**48%**



Beer

**44%**



Wine

**42%**



Liquor

**24%**



Hard Seltzer



# The Beer Shopper

is Significantly More Likely to Be



**67%** Are not concerned about eating at restaurants vs. 67%



**57%** Male vs. 37%



**43%** Have children vs. 30%



**41%** Millennials vs. 34%





# The Wine Shopper

is Significantly More Likely to Be



**58%** Female vs. 49%



**55%** Prefers to purchase from small businesses vs. 48%



**45%** Have children living in the household vs. 29%



**46%** Prefers online shopping vs. 33%





# The Liquor Shopper

is Significantly More Likely to Be



**69%** are not concerned about eating at restaurants vs. 67%



**54%** Male vs. 54%



**42%** Have kids living in the household vs. 32%



# The Hard Seltzer Shopper

is Significantly More Likely to Be



**73%** Employed full-time vs. 61%

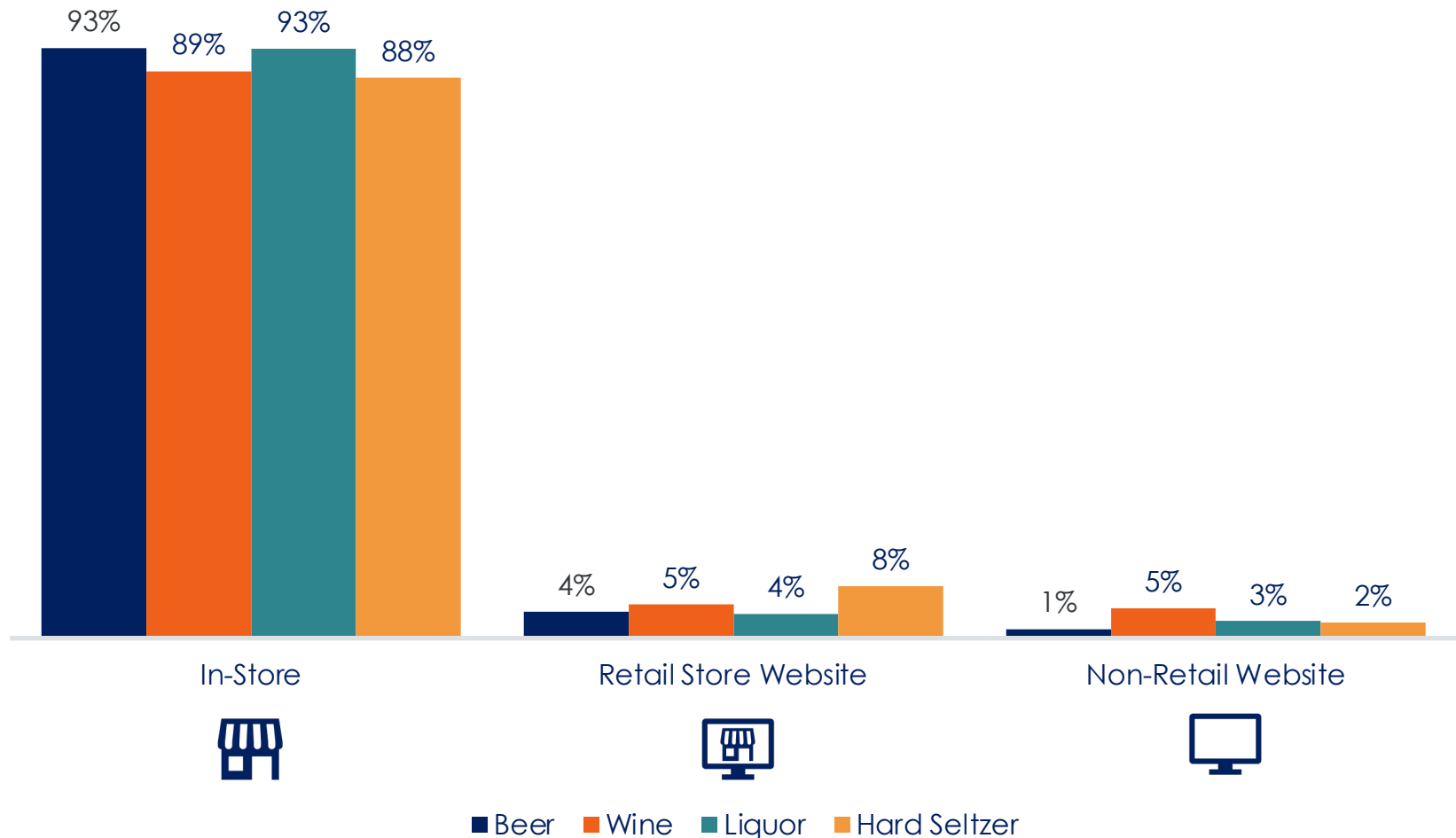


**60%** Would pay more for sustainably sourced items vs. 38%



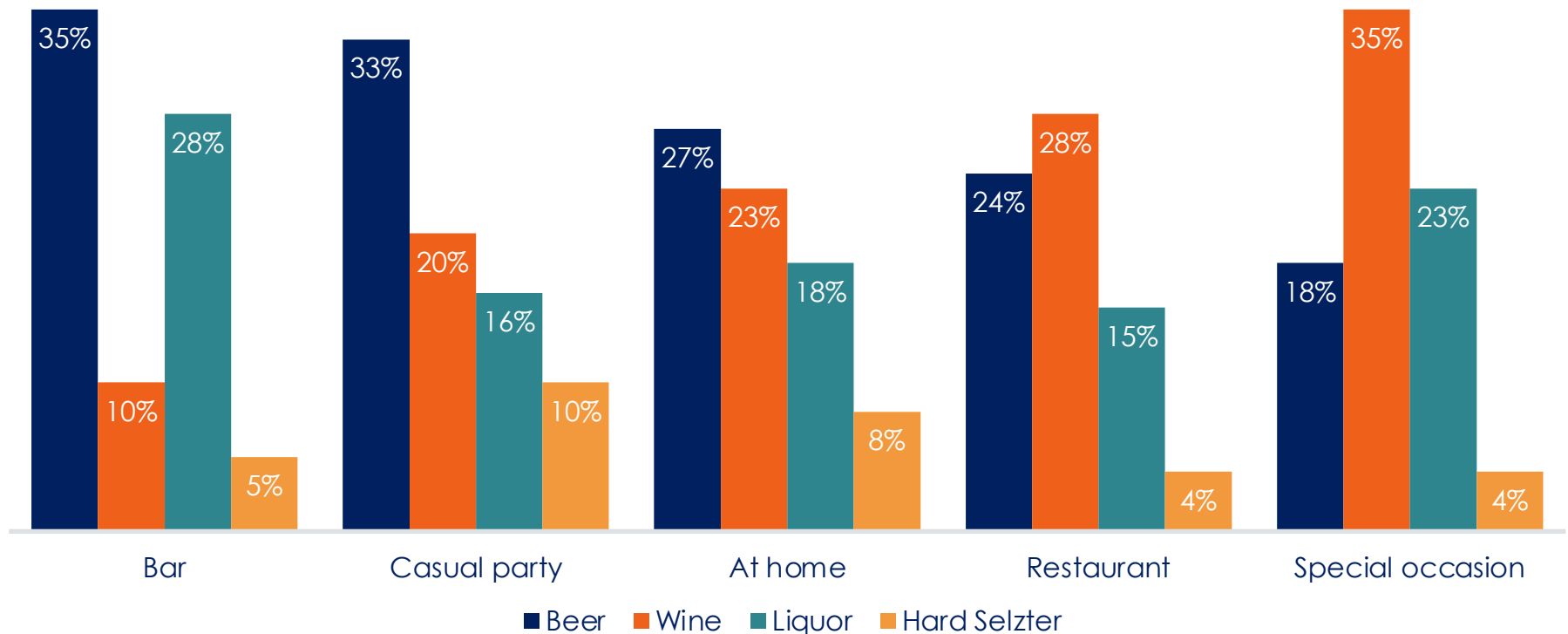
**43%** Concerned about taking a vacation vs. 35%

# In-Store Dominates Alcohol Sales



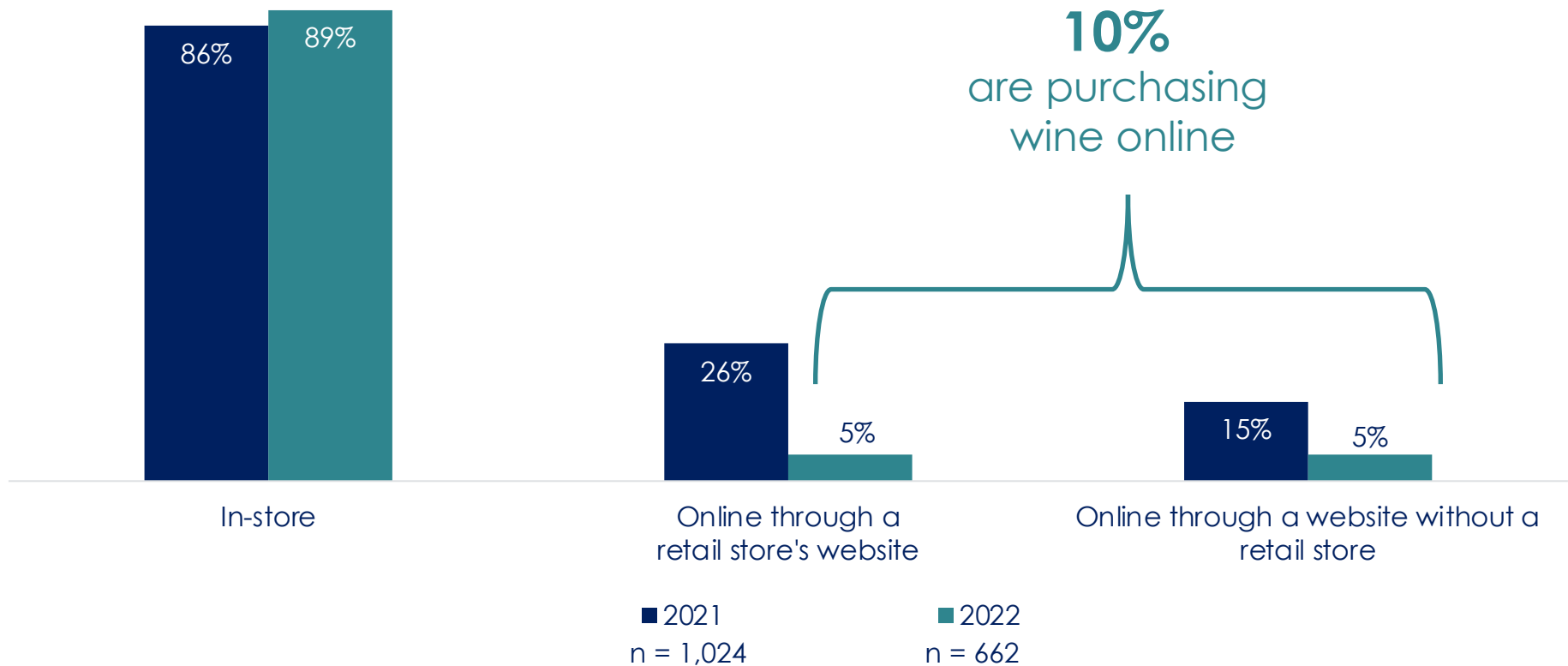
# Different Drinks for Different Places

Wine is the top drink at restaurants and special occasions, while beer is preferred at bars, parties, and at home. Hard seltzer is not a prioritized beverage.





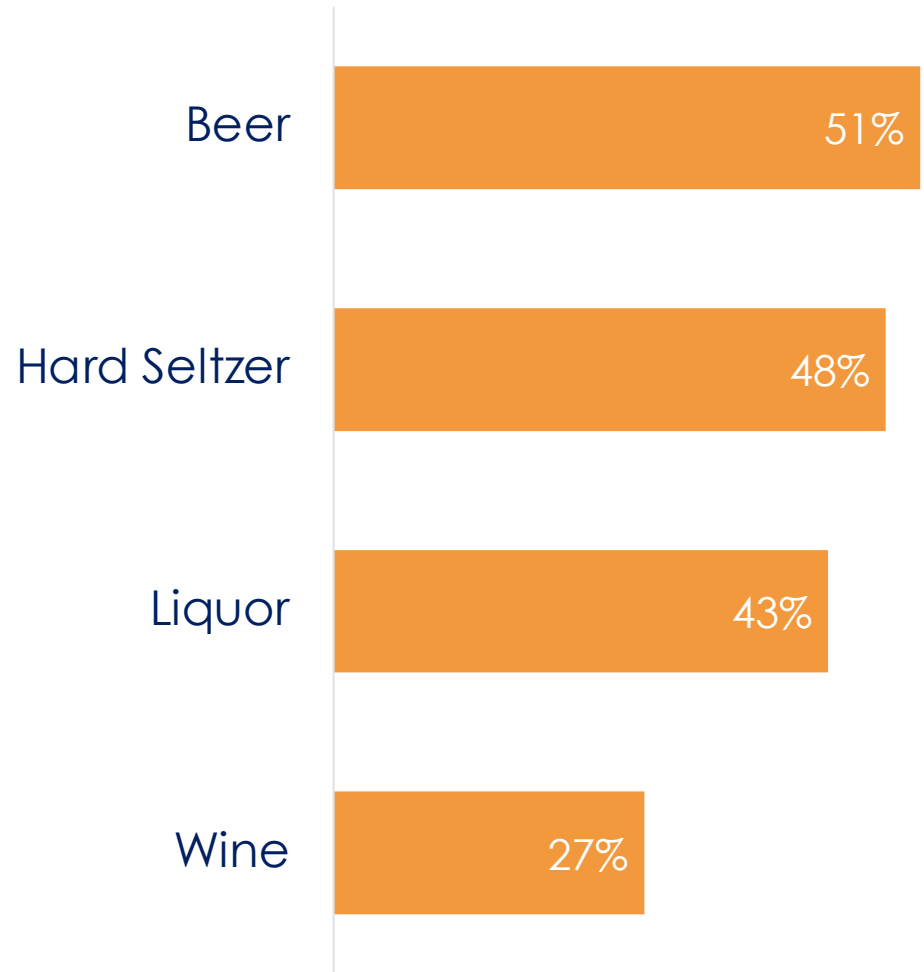
# Online Wine Purchasing Has Decreased Since 2021



# Beer & Hard Seltzer Drinkers are More Loyal to Specific Brands.

## Loyalty Score

Only or mostly purchase the same brand



# Respondent Overview

## Gender



**53%**  
Female



**47%**  
Male

## Generation

**44 years old**  
Average Age



**Z**

**7%** Gen Z

**X**

**34%** Gen X

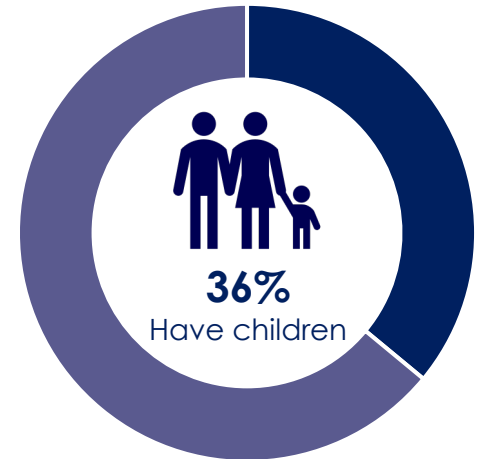
**M**

**38%** Millennials

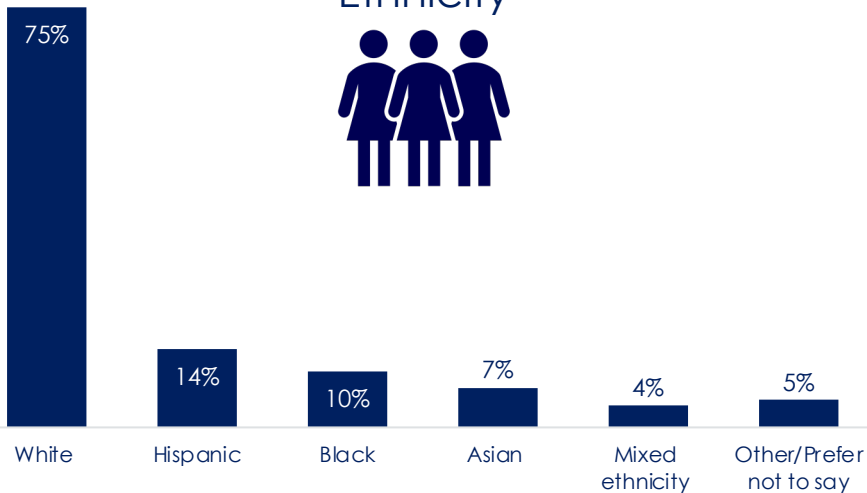
**B**

**21%** Baby Boomers

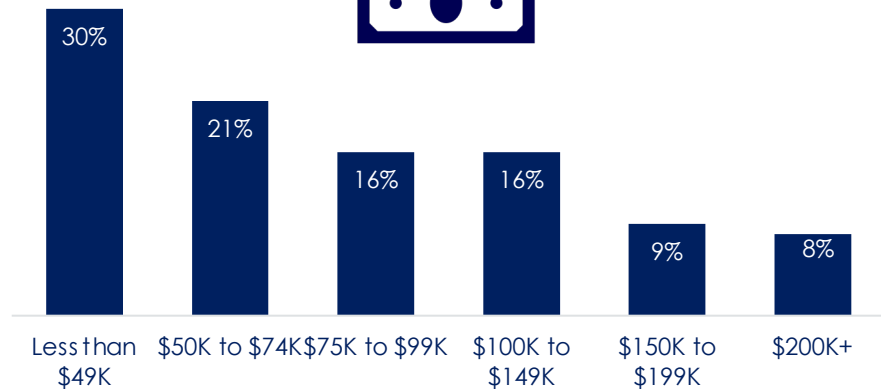
## Parental Status



## Ethnicity



## Household Income



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).