



provoke
insights

Alcohol:
Consumer Trends
Fall 2023 | Winter 2024

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries.

The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Provoke Insights Fall 2023 | Winter 2024 Wave

Since 2020, several trends have impacted consumer behaviors, from COVID to inflation. As a result, it's important to track consumers brand loyalty as well as their preferences for shopping online vs. in-store. As consumers are becoming more budget conscious, it is essential to understand what products they are purchasing.

Provoke Insights developed 17 industry specific decks; this deck focuses on the alcohol industry.



Methodology

Provoke Insights conducted a 15-minute survey among 1,502 Americans between the ages of 21 and 65. The study was in-field in September 2023.

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

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

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

Overview



Beer

Consumers have purchased beer more than liquor and wine in the past month. These purchasers are male, Millennial and white. Beer not only has the highest brand loyalty score out of the three, but they also have a higher loyalty than the other seventeen industries indexed. These loyal shoppers are Republicans that live in rural areas.



Liquor

Liquor purchasers are more likely to be men, people living in urban areas, affluent individuals and members of the LGBTQ+ community. These demographic groups also frequent bars and nightclubs often. Liquor stores remain the go-to purchasing location. This tracks with liquor purchaser's interest in browsing store aisles. About half of liquor drinkers are loyal to brands.



Wine

A third of Americans are purchasing wine. These consumers have a higher propensity to be affluent, urban and liberal. Wine drinkers are willing to switch brands if they do not align with their values. Wine also has the lowest brand loyalty of the alcohol category, but those who do are southern and Democrats.

A photograph of a social gathering, likely a party or bar. In the foreground, two hands are prominently featured: one holding a tall, slender flute glass filled with a bubbly, clear liquid (likely champagne or sparkling wine), and the other holding a martini glass filled with a vibrant red liquid. The background is softly blurred, showing other people, including a smiling woman on the left and a man in the center. A green glass bottle is also visible between the two main glasses. The overall atmosphere is festive and social.

Alcohol Trends

What Are Consumers Buying?

Americans are drinking alcohol with beer being purchased the most.

44%



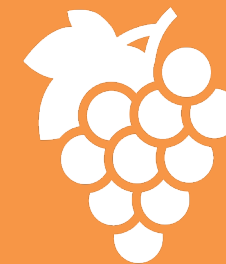
Beer

37%



Liquor

30%



Wine



44%

of Americans have
purchased beer in the
last month

Groups Significantly More Likely to Purchase Beer



Male (56%)



Millennial (53%)



Parents (52%)



Urban (52%)



Good Financial
Situation (50%)



HHI \$150K+ (50%)



White (48%)



37%

of Americans have purchased liquor in the last month

Groups Significantly More Likely to Purchase Liquor



LGBTQ+ (46%)



Male (45%)



Urban (44%)



Good Financial Situation (42%)



Millennial (42%)



Parents (42%)



HHI \$150K+ (42%)



30%

of Americans have purchased wine/champagne in the last month

Groups Significantly More Likely to Purchase Wine/Champagne Products



Good Financial Situation (40%)



Parents (39%)



Saving Money (38%)



LGBTQ+ (38%)



\$150K+ (38%)



Urban (37%)



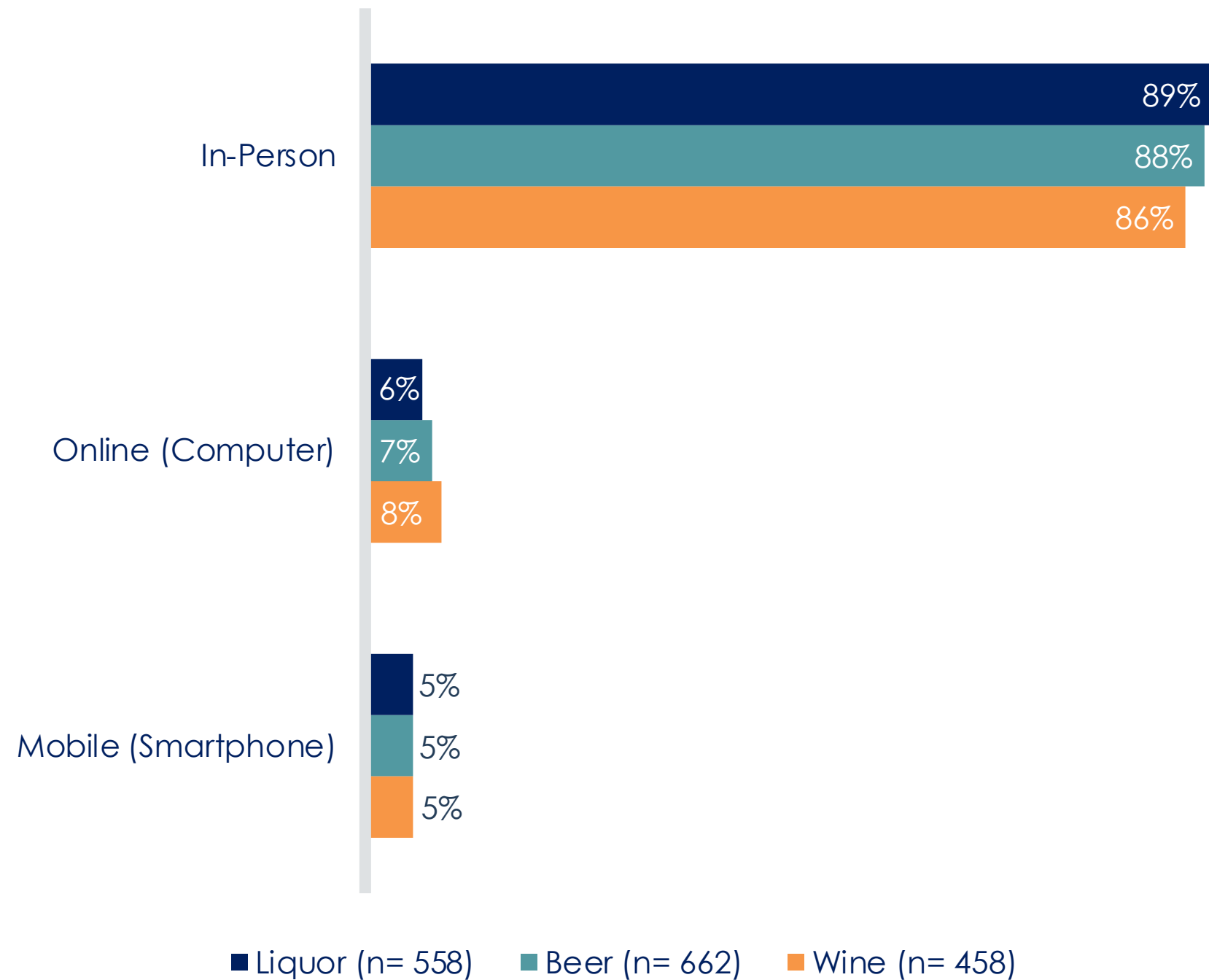
Democrat (36%)



Millennial (34%)

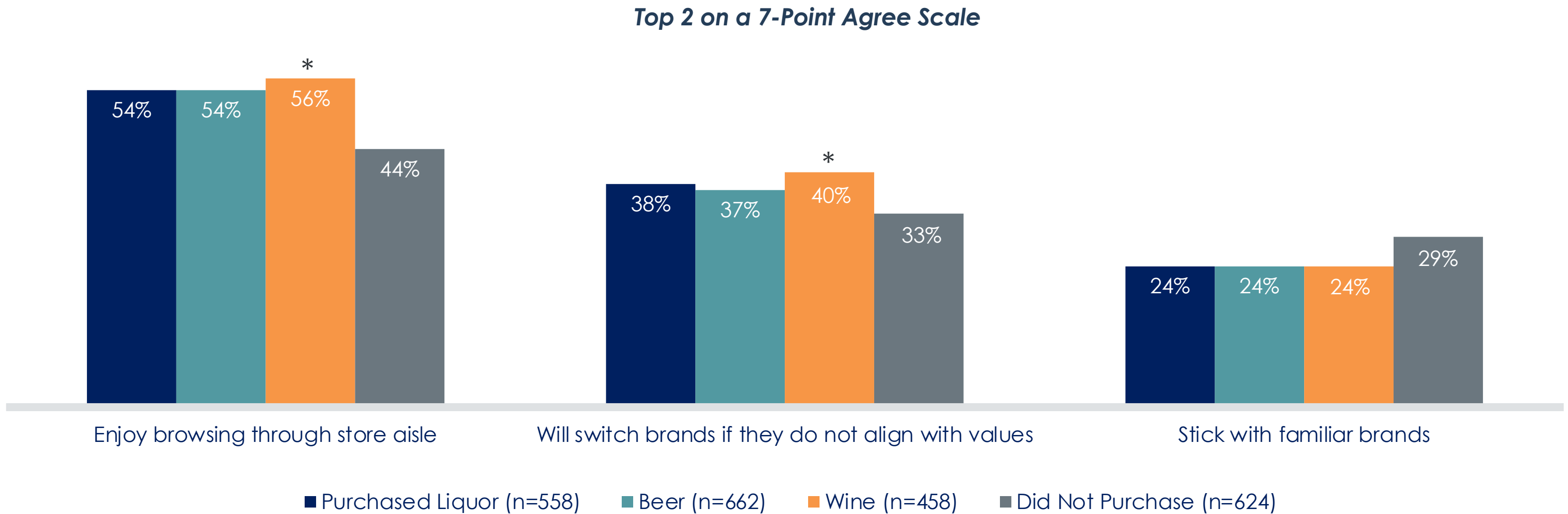
Consumers Primarily Purchase Alcohol In-Store

Although Americans predominantly buy alcohol in physical stores, 13% of consumers buy wine online or via mobile devices.



Shopping Habits

While more than half of Americans take pleasure in browsing through store aisles for all alcohol categories, it's worth noting that among these categories, wine consumers are the most inclined to switch brands when their values are not in sync with the product.



* Indicates significant difference

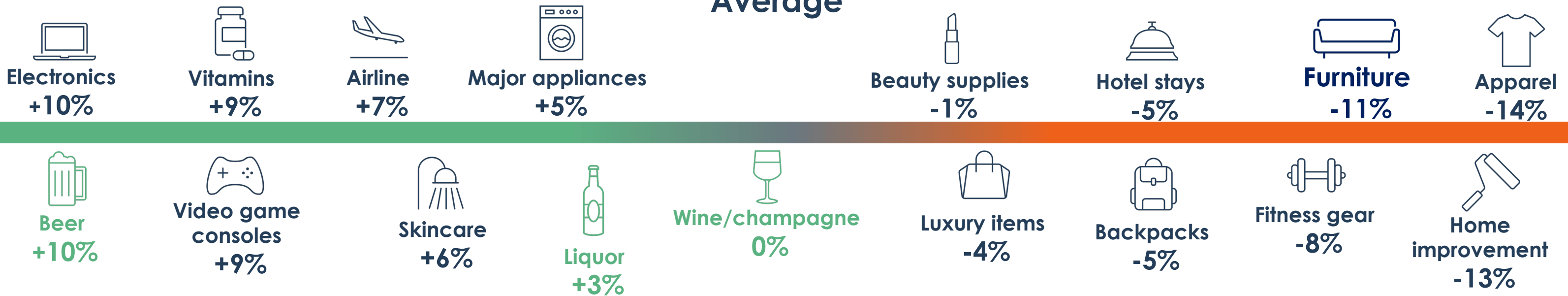
Brand Loyalty Index

Consumers are the most loyal to beer followed by liquor brands.

Most Loyal

Least Loyal

Average



*Seventeen industries were assessed to determine how loyal consumers are to specific industry brands. Index created by percent who stated they mostly purchase this brand or only purchase this brand.

Beer

Brand Loyalty: Beer

Half of consumers are loyal to beer brands.
Particularly, Republican consumers from rural areas.

Top 2 on a 5-Point Loyalty Scale

51% of beer purchasers are loyal to the last brand they purchased from

Group Significantly More Likely to be Loyal to Beer



Rural (62%)



Republican (56%)

Liquor

Brand Loyalty: Liquor

African Americans tend to be more inclined to purchase their favorite brand of liquor when shopping for alcohol.

Top 2 on a 5-Point Loyalty Scale

44% of liquor purchasers are loyal to the last brand they purchased from

Group Significantly More Likely to be Loyal to Liquor

B Black (48%)

provoke

Wine

Top 2 on a 5-Point Loyalty Scale



41% of

wine/champagne purchasers are loyal to the last brand they purchased from

Brand Loyalty: Wine

A fourth of consumers are loyal to wine/champagne brands. Democratic, African Americans, and those residing in the southern region of the United States tend to be the most devoted to their favorite brands.

Group Significantly More Likely to be Loyal to Wine/Champagne

- B** Black (53%)
-  Democrat (46%)
-  South (46%)



Beer

Most Influential Media Channels: Beer.

Those who often purchase beer find that cable TV ads are memorable. Beer drinkers find Facebook ads invasive.



20%

remember ads the most from

Cable TV



17%

are motivated to learn more

about a brand in an ad on Cable TV



17%

find ads on Facebook to be

the most intrusive

Liquor

Most Influential Media Channels: Liquor

Liquor purchasers are highly inclined to recall advertisements on both cable TV and YouTube. Cable TV ads are more motivating to learn about brands, whereas YouTube ads are more bothersome.



18% remember ads the most from
Cable TV and YouTube



16% are motivated to learn more
about a brand in an ad on Cable TV



18% find ads on YouTube to be the
most intrusive

Wine

Most Influential Media Channels

Wine and champagne drinkers find ads on cable TV leave a stronger impression. These consumers find Facebook ads intrusive.



18%

remember ads the most from

Cable TV



17%

are motivated to learn more

about a brand in an ad on Cable TV



18%

find ads on Facebook to be

the most intrusive

Nightlife

Almost a fifth of Americans are regularly going to bars or nightclubs.

LGBTQ+ community, those who live in an urban areas, and the affluent most often visit these establishments regularly.

17%

Of Americans regularly go out to bars/nightclubs

Groups Significantly More Likely to Regularly go to bars/nightclubs

-  LGBTQ+ (25%)
-  Urban (23%)
-  HHI \$150K+ (22%)
-  Good Financial Situation (20%)
-  Northeast (20%)
-  Democrat (20%)

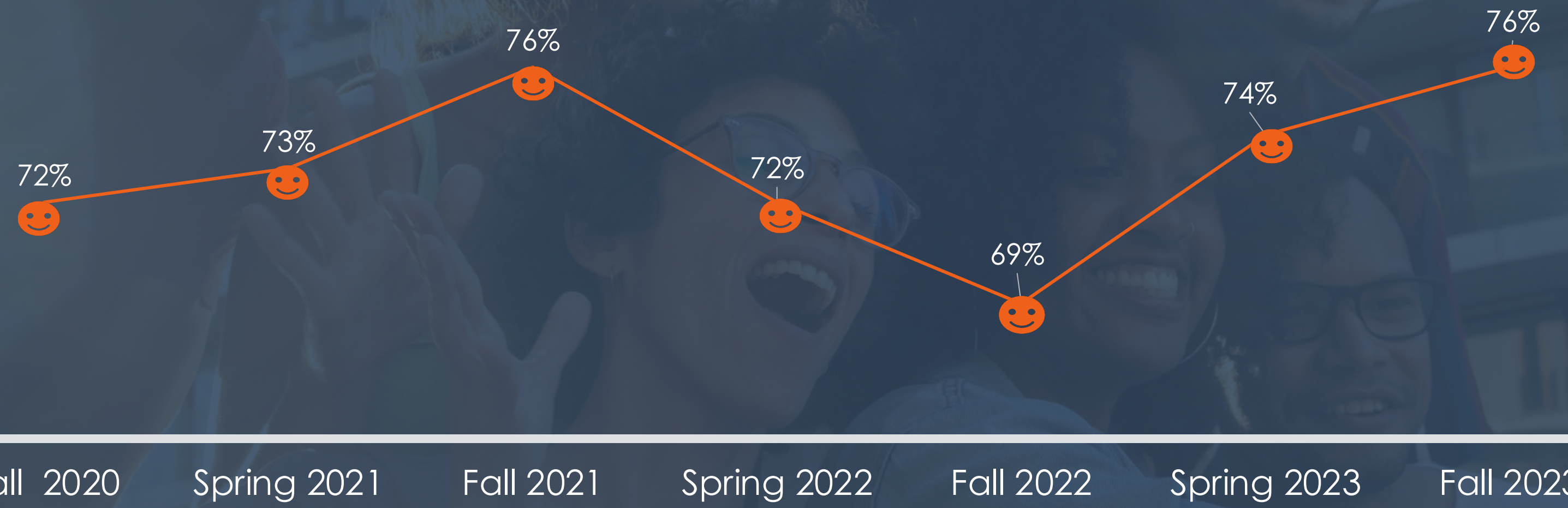


How is the Economy Impacting Consumers?

Consumer Optimism

Optimism levels are at the highest levels since Fall 2020.

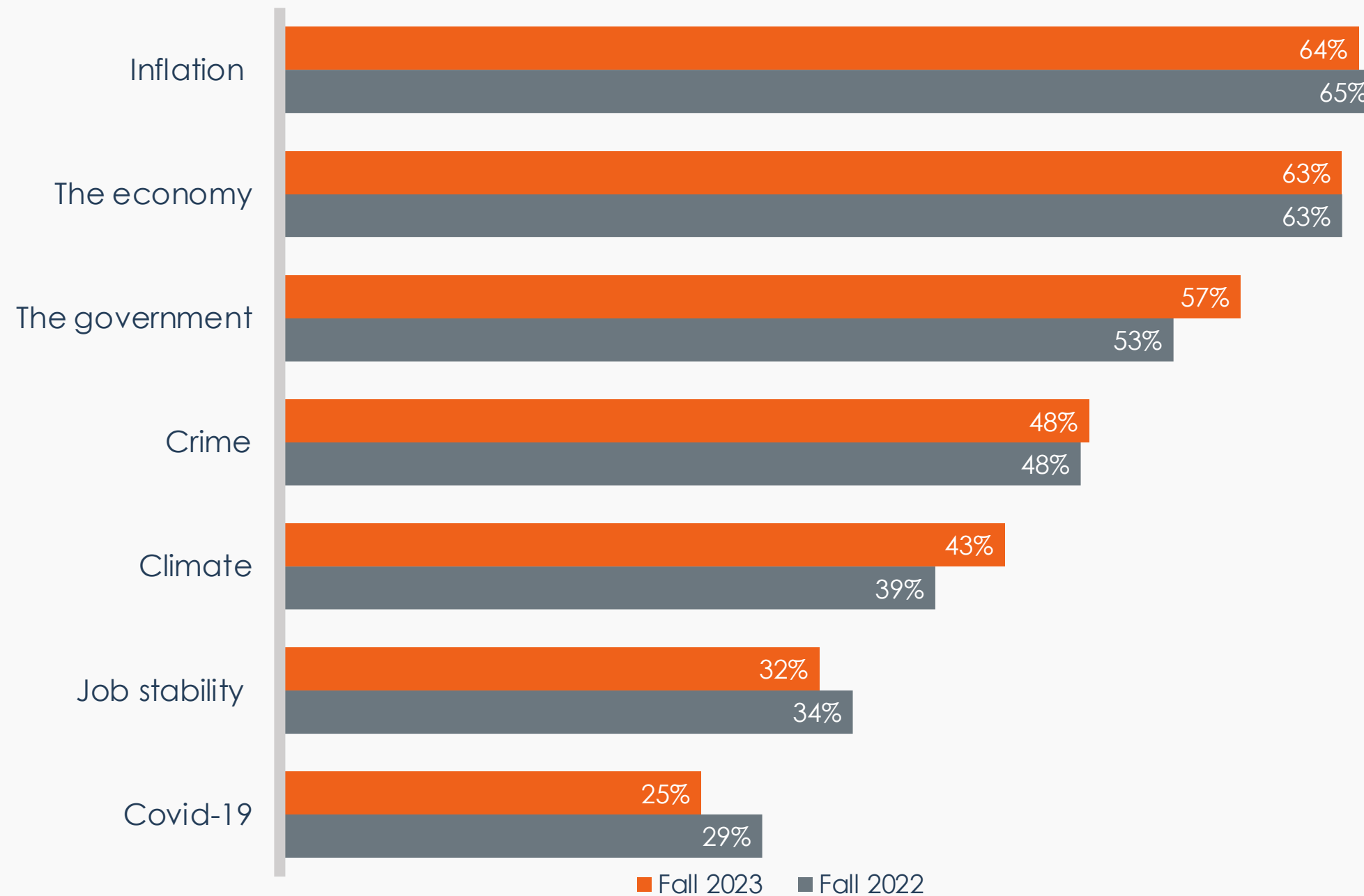
Optimism
Top 2 box on a 4-point scale



Top Concerns Impacting Consumers

Inflation and the economy are still the leading issues impacting Americans. Climate concerns and concerns about the government have increased in the past year.

Concern
(Top 2 box on a 5-point scale)










64%

of Americans are concerned inflation will impact them personally

Groups Significantly More Likely to be Concerned with Inflation








-  Going Further into debt (76%)
-  Republican (70%)
-  Budget conscious (70%)
-  HHI Under \$75K (70%)
-  Rural (69%)



63%

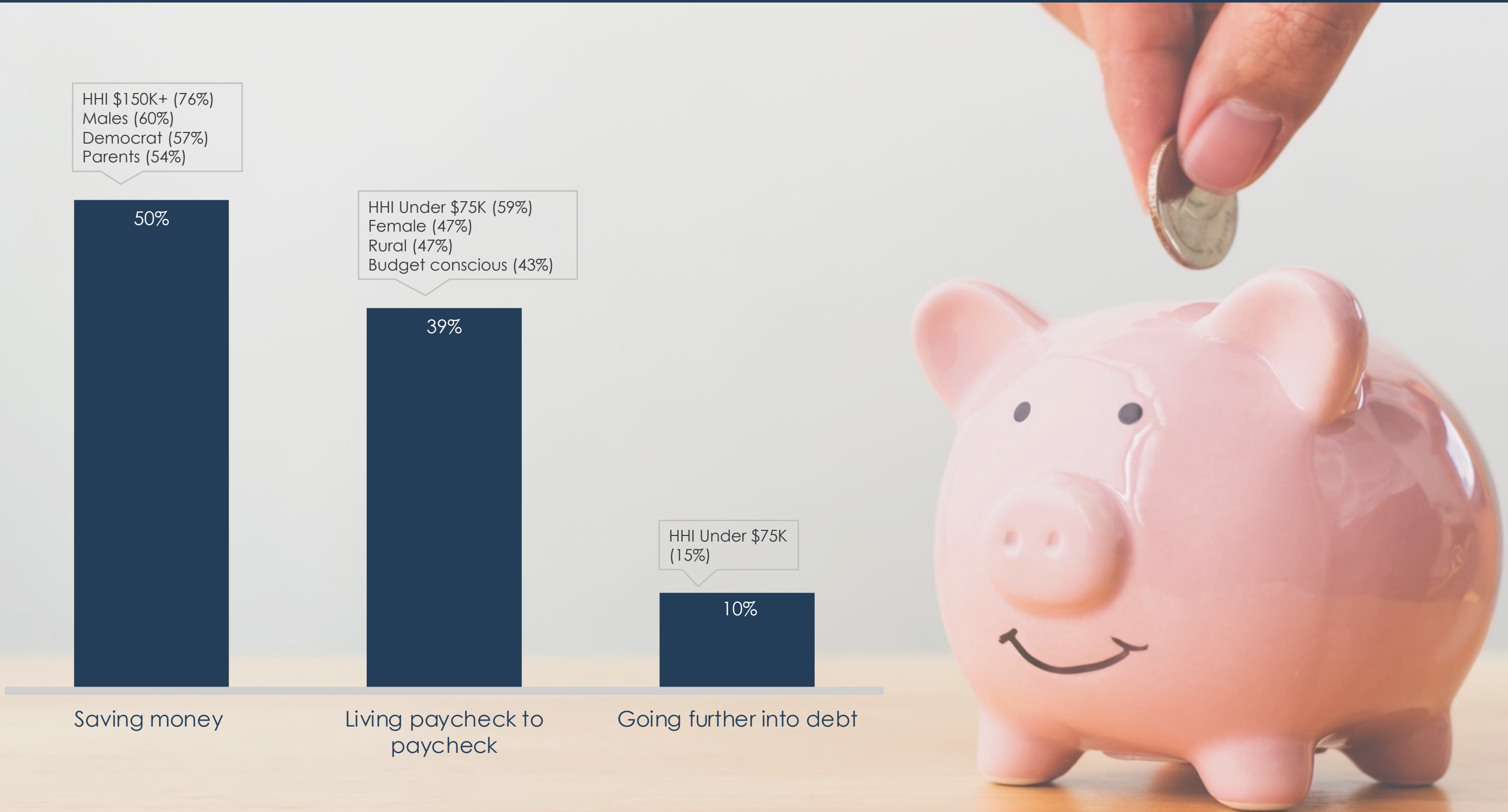
of Americans are concerned the economy will impact them personally

Groups Significantly More Likely to be Concerned with The Economy

-  Going Further into debt (73%)
-  Republican (71%)
-  HHI Under \$75K (69%)
-  Budget conscious (68%)
-  Rural (68%)
-  Female (68%)
-  Millennials (67%)

Saving Money is Difficult in this Economy

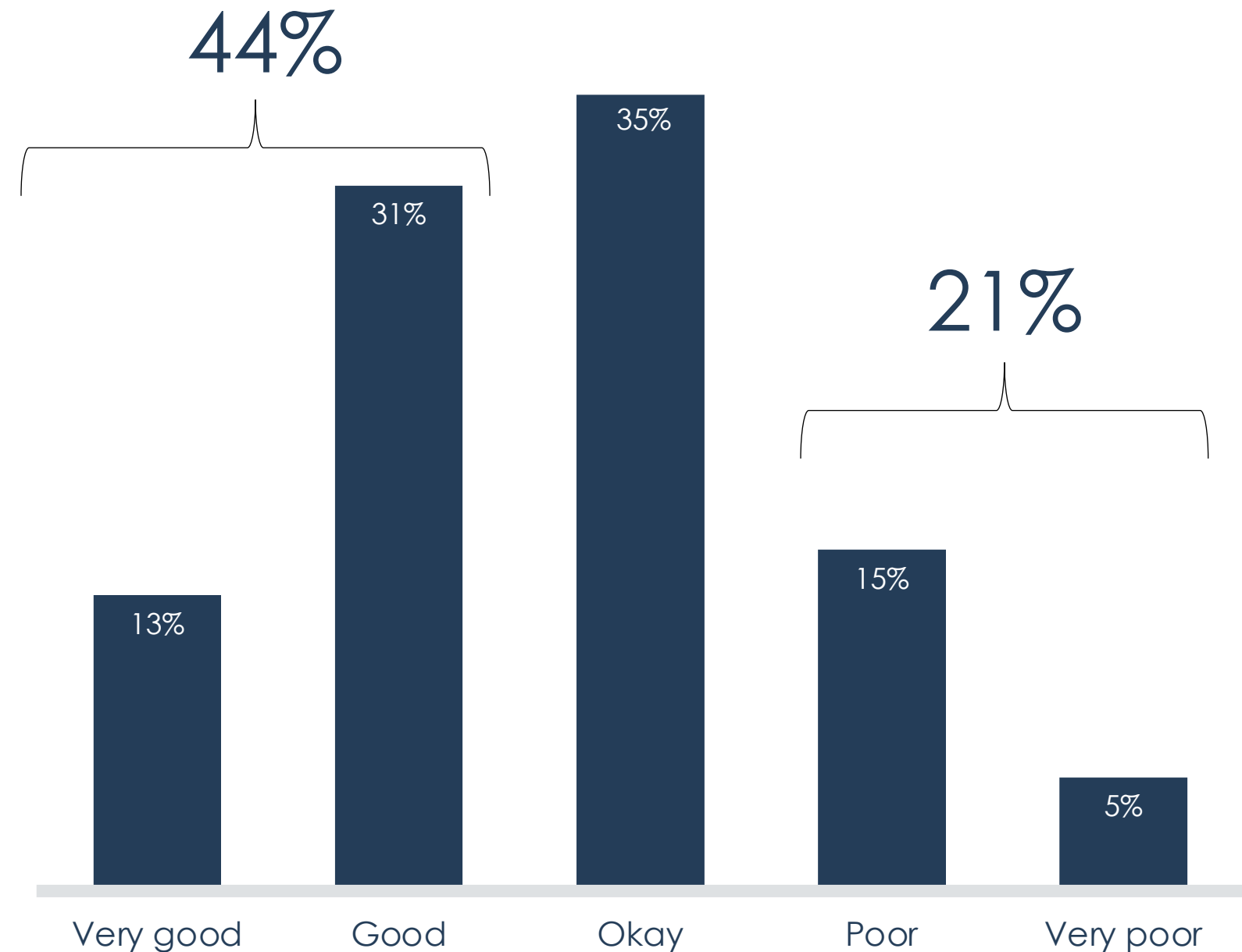
Only half of Americans are actively saving money. A tenth are going further into debt.



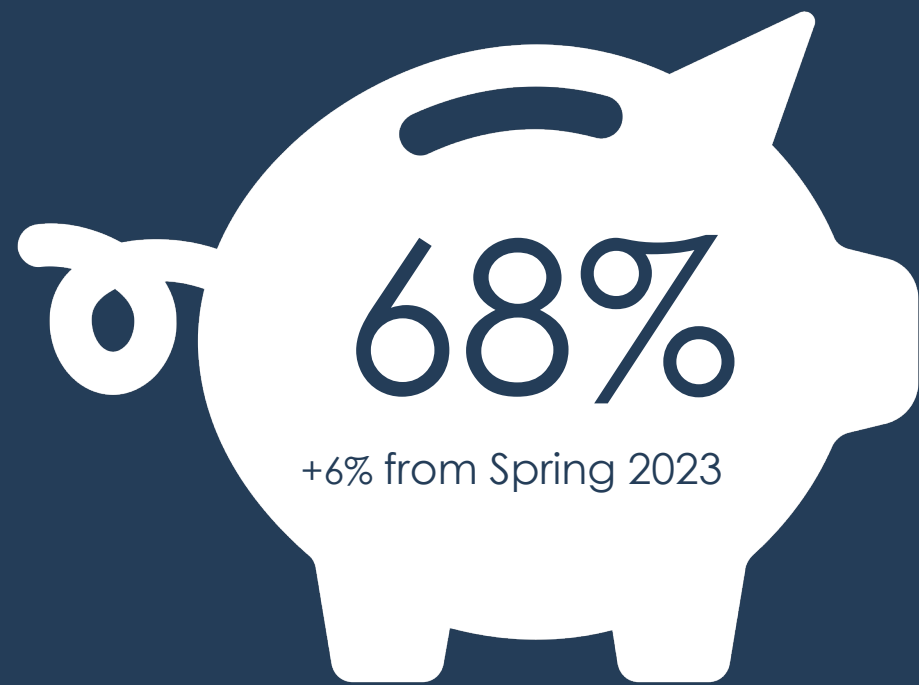


Most Consumers are Doing “Okay” Financially

Less than half see themselves in a financially good situation.



As Inflation and the Economy are a Top Concern, Consumers are Becoming More Budget Conscious



**More Budget
Conscious**

Who is Significantly More Likely to Be Budget Conscious



78% LGBTQIA+



76% Going Into Debt



74% Living Paycheck to Paycheck

Consumers Are in Budget Mode When It Comes to Spending

Spending Less To Save More

"I refuse to pay more than I must. This means I drive less, eat less, and am less likely to go to recreational activities."

"The only thing I consistently spend money on are bills, I put everything else towards my savings."

"I only spend a certain amount of my check each month and save the rest."

"I have been spending less because I want to increase my retirement savings."

Inflation Concerns

"I used to shop freely whenever I wanted too. Now I have to plan where I can go. Even then I have to watch prices. Sad world!"

"Even though my spending habits have stayed the same, I am still not happy about prices increasing time and time again."

"Inflation is on the rise again so therefore I'm spending much more than I was before on gas and groceries."

Avoiding Frivolous Spending

"My spending habits have become stricter. I've had to cut back on nonessential purchases like streaming subscriptions, Starbucks trips, etc."

"I use coupons and try to watch for sales and deals so I'm not buying full price."

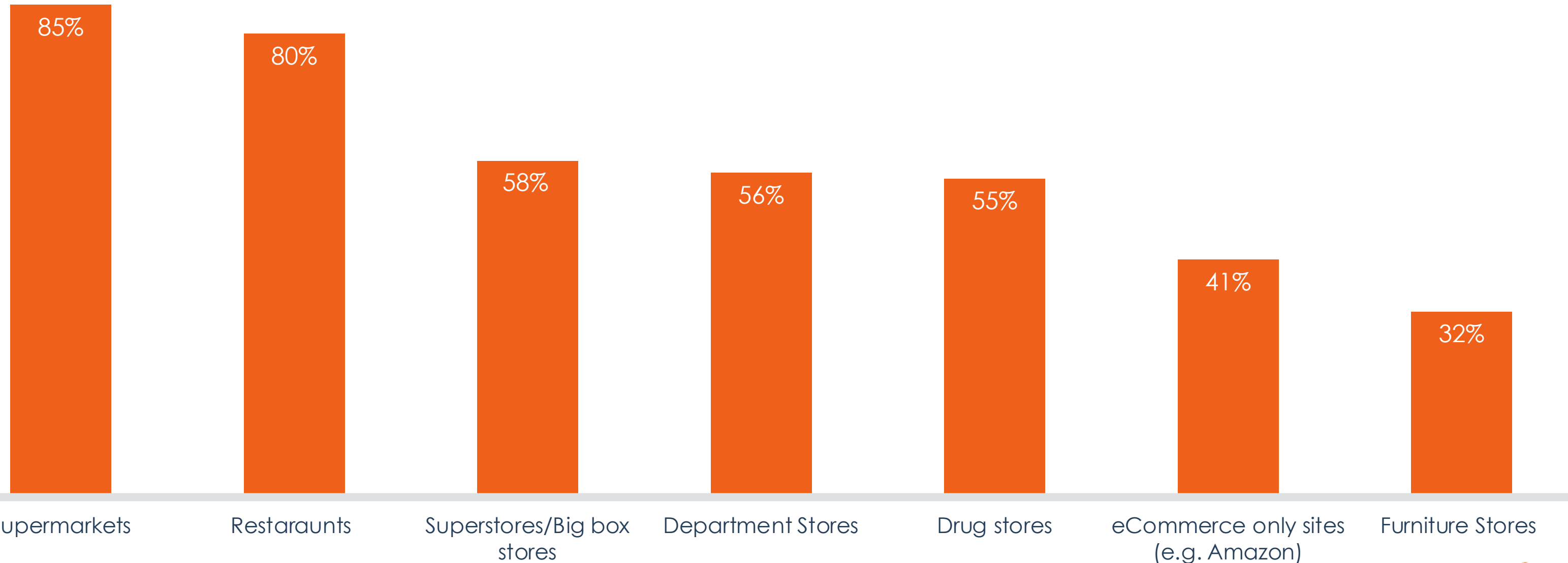
"I am shopping more wisely now, always looking for deals, discounts and price cuts."

"I am only buying essentials and generic brands to make ends meet."

Price Increases

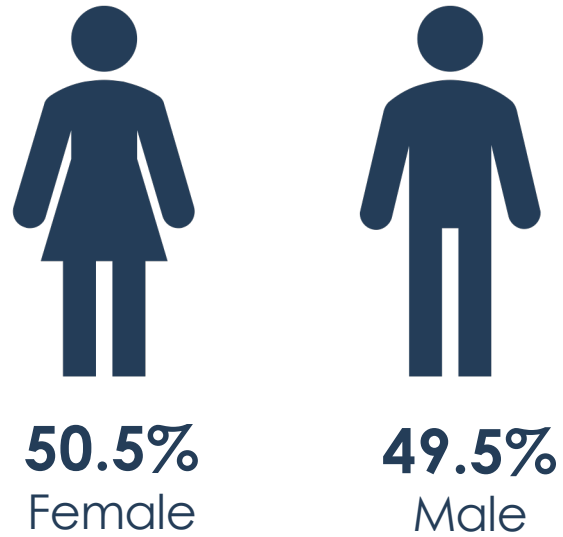


Americans see the impact of inflation, especially at food establishments such as supermarkets and restaurants.



Respondent Profile

Gender



*<1% other identity

Generation

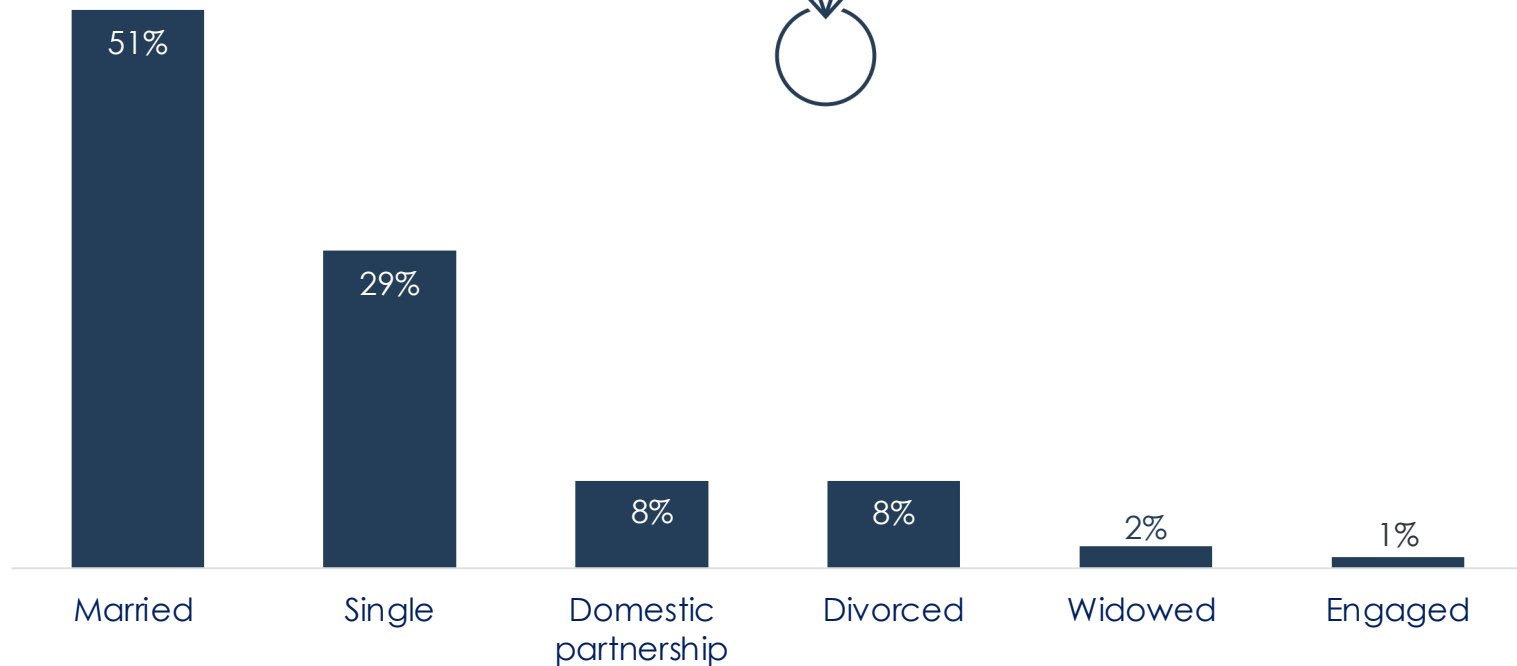


Parental Status

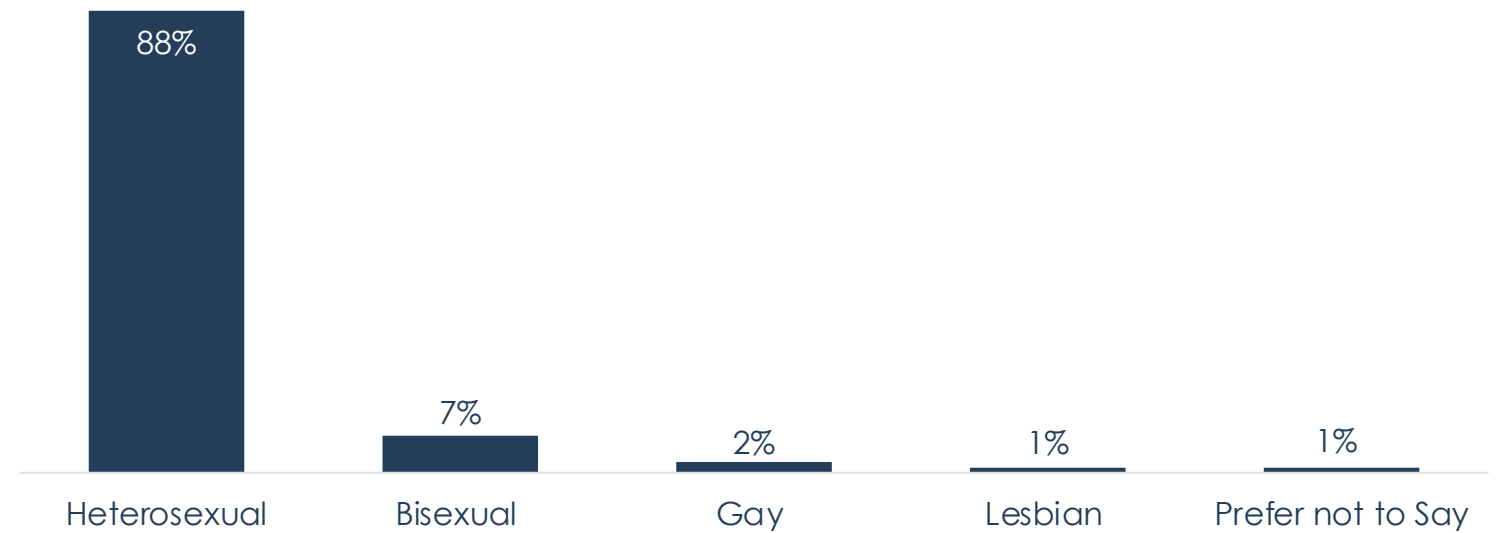


40%
Have children

Marriage Status

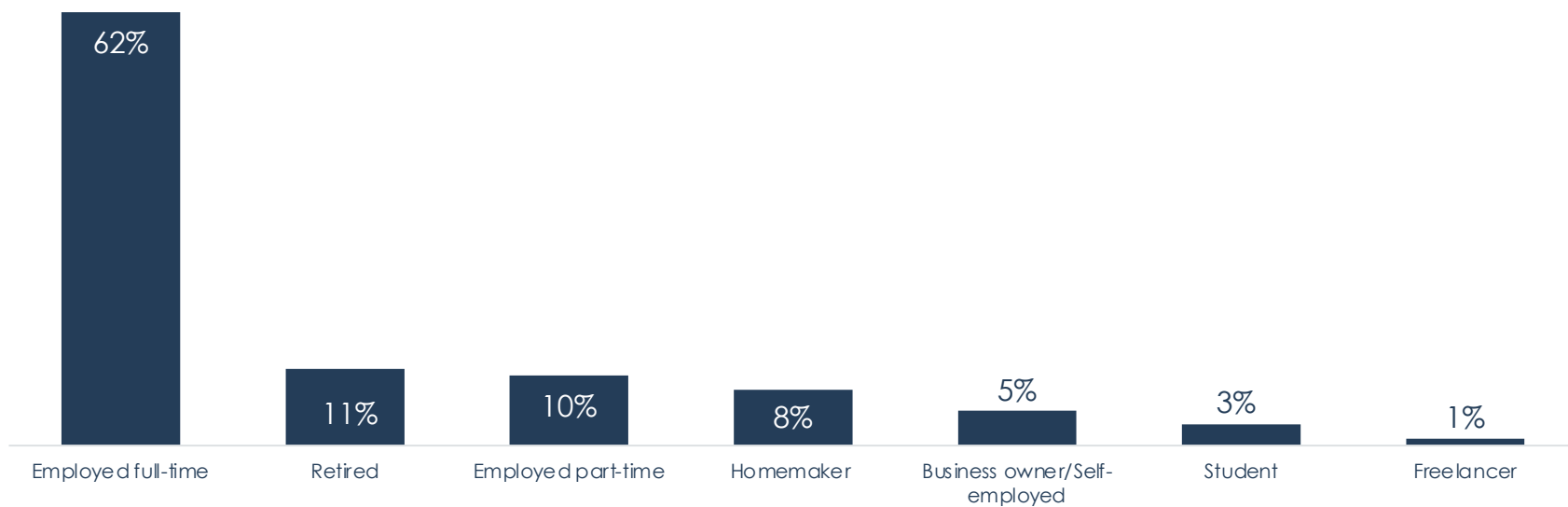


Sexual Orientation

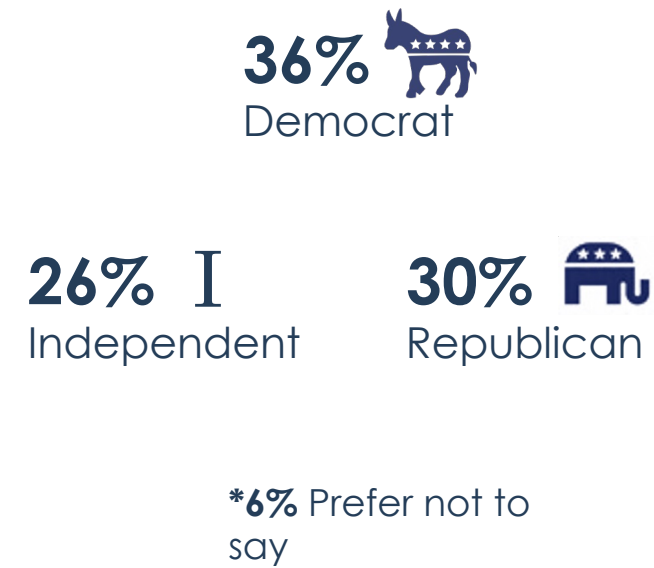


Respondent Profile

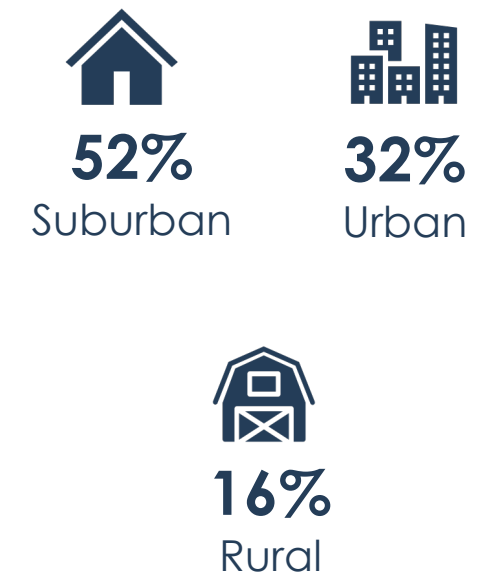
Employment Status



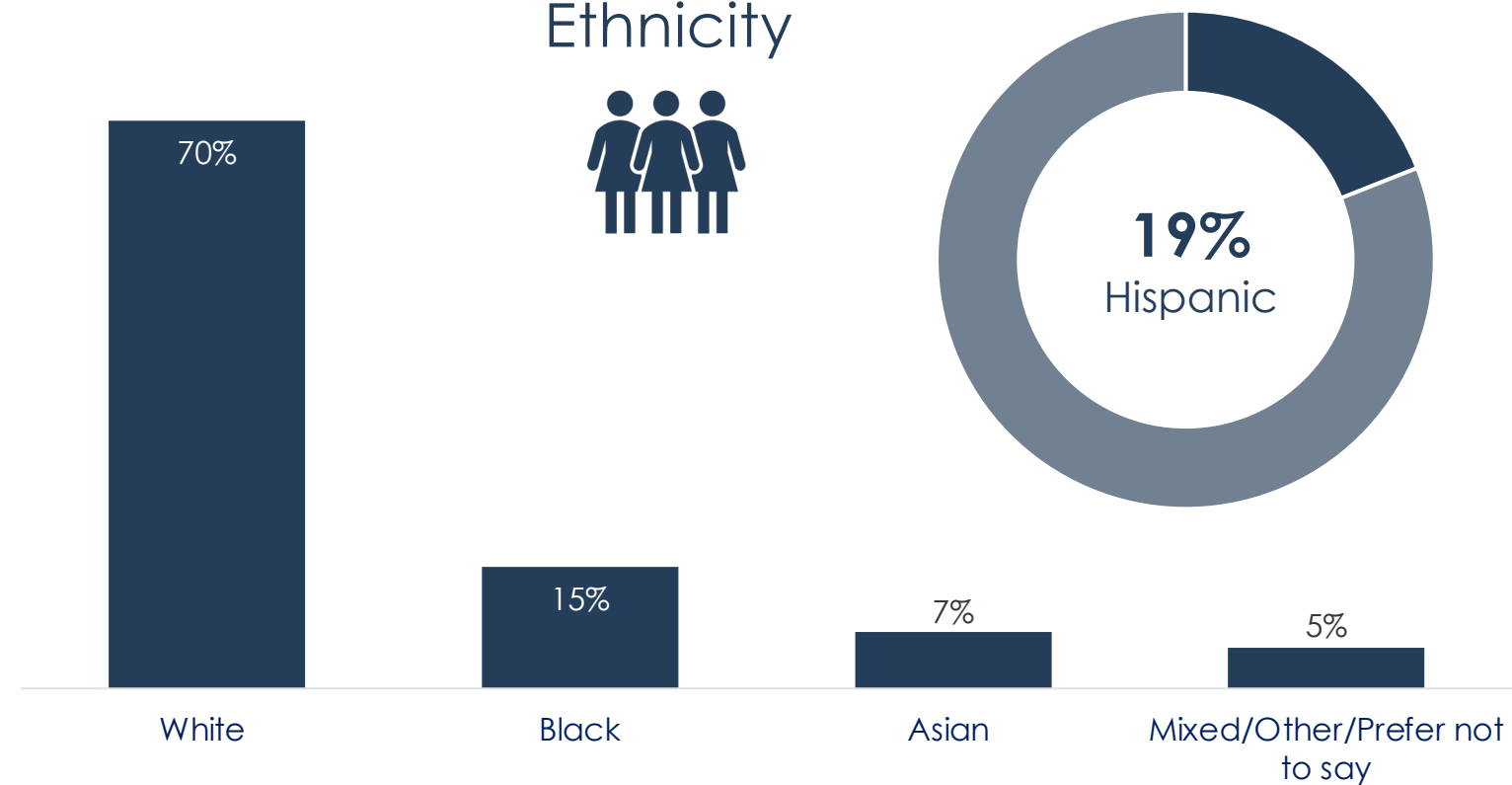
Political Party



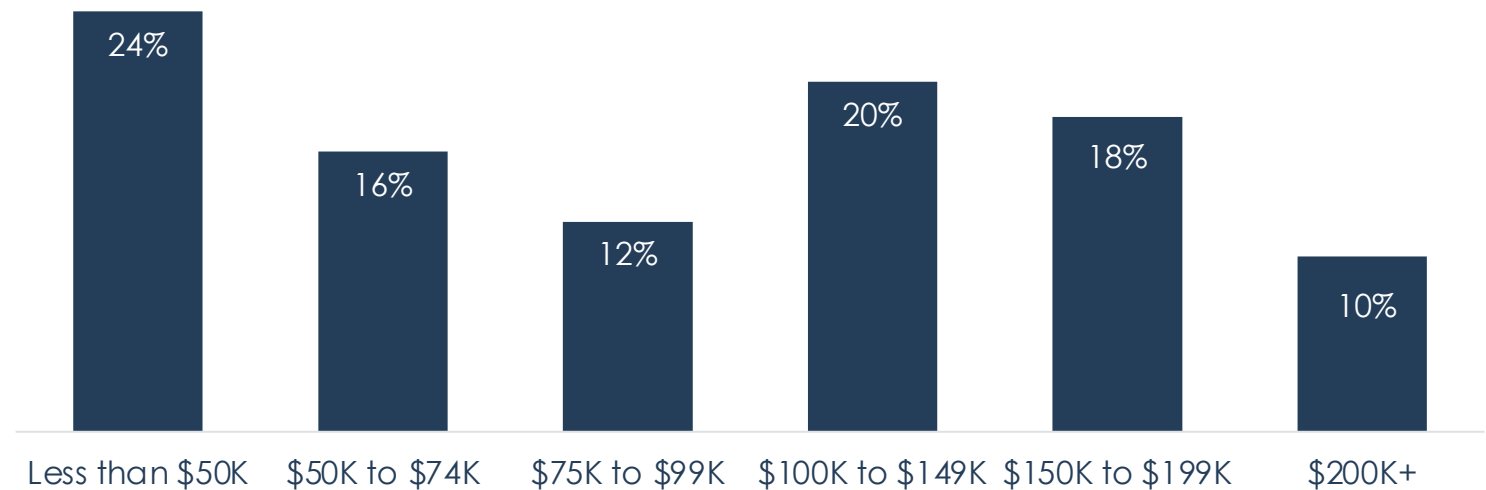
Area



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights' innovative approach empowers brands to navigate today's marketing verticals. As a builder of brands, the firm focuses on research for consumer needs, market opportunities, and branding.

Provoke Insights conducts traditional market research projects and develops agile, innovative initiatives to meet the quick and varied needs of today's ever-changing market.

Provoke Insights stands out from other full-service market research firms as we solely specialize in branding and advertising initiatives. Our staff consists of researchers that are also seasoned brand & media strategists.

For more information or press inquiries, reach out to info@provokeinsights.com.

