

A photograph of three glasses of beer on a dark, textured surface. The glass on the left is a tall, elegant glass filled with a dark beer and a thick, overflowing head of white foam. The middle glass is a shorter, wider glass filled with a golden beer and a thick head of white foam. The glass on the right is a tall, elegant glass filled with a golden beer and a thick head of white foam. The background is dark, and the lighting highlights the condensation on the glasses and the texture of the foam.

provoke  
insights

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Beer  
Consumer Trends  
Summer 2024



# Background & Objectives

Provoke Insights is a trailblazer in research for branding, advertising, media, and content marketing initiatives. The company conducts a bi-annual study to stay up-to-date with the market trends across multiple industries.

In this comprehensive eighth-wave of the study, Provoke Insights evaluates Americans' sentiment, shopping impulse behaviors, and trust in the media. Continual inflation, layoffs, the presidential election, and the rapid growth of AI have impacted Americans' attitudes, concerns, and spending habits. This wave of research digs deep into the effect of these trends.

Provoke Insights has developed 16 industry-specific decks; this deck focuses on **the beer industry**.



# Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in April 2024.

A random stratified sample followed by weighting 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). The sample was modeled to represent the latest US Census data.

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. Significances are indicated by call out boxes in graphs.





# Purchasing Beer

Almost half of Americans purchase beer, with a higher likelihood among males, Millennials, and urban residents.

Most beer purchases are planned, with consumers taking a few minutes to decide on a brand. These consumers tend to be loyal to their current brands and are not very open to trying new ones.

On the other hand, Gen Z are more likely to make unplanned beer purchases.







## Outlook and Hobbies

Beer purchasers are more optimistic than the general population.

They are also partaking in more active hobbies such as hiking and going to the gym. They are also interested in activities such as gambling and fantasy sports.



# Detailed Findings







45%

of Americans have  
purchased beer in the last  
month

## Groups Significantly More Likely to Purchase Beer



Male (60%)



Urban (59%)



Impulse shop (56%)



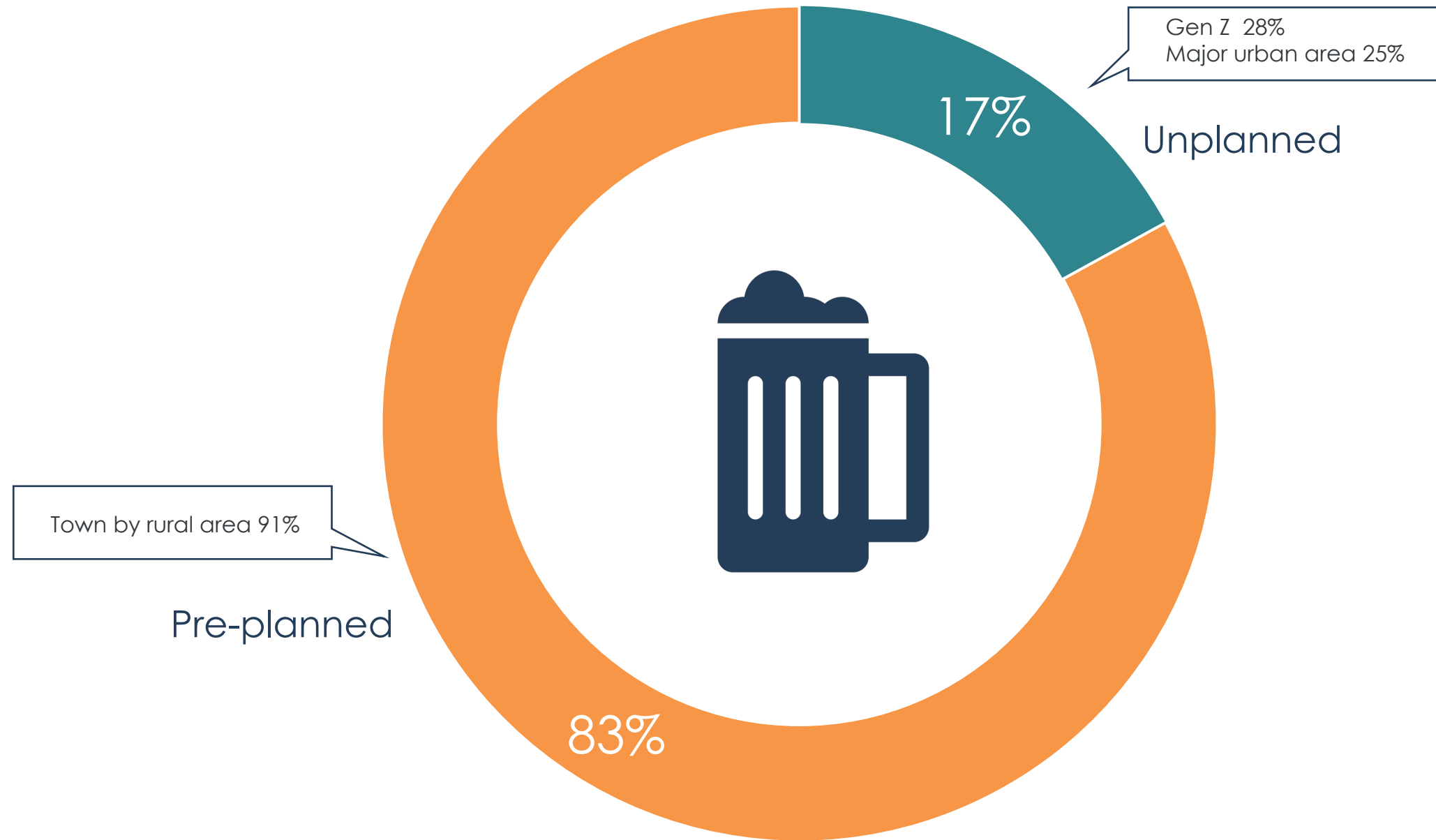
Carry CC Balance (52%)



Millennial (51%)

# Planned vs. Spontaneous

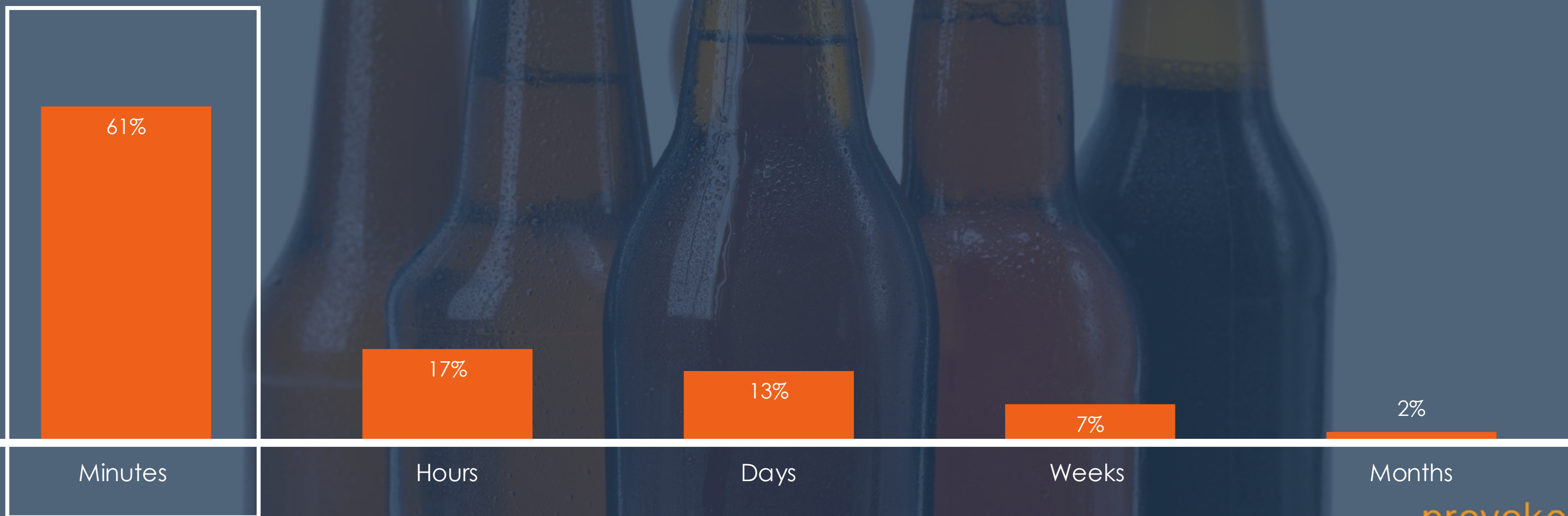
The majority purchase beer pre-planned. Those who purchase beer unplanned are Gen Z and tend to be living in an urban area.





# How Long did it Take to Purchase?

Though planned, the decision process only takes minutes.





# New Brands vs. Tried & True

Beer drinkers are extremely loyal to their go-to brand, and not many take the opportunity to reach out to a new brand.

## Pre-Planned Beer Purchases

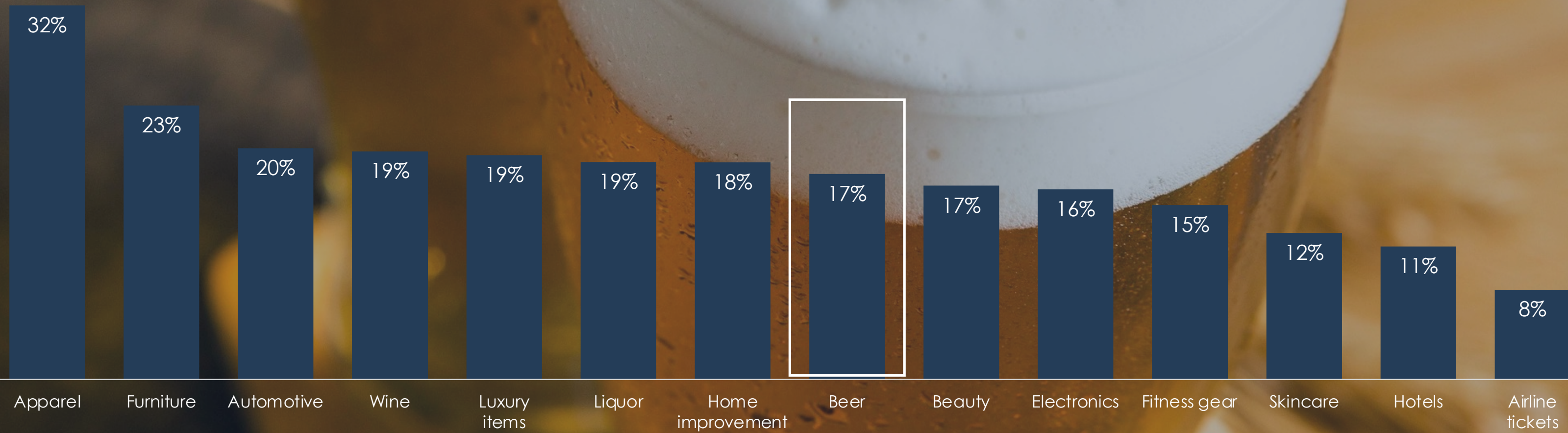




# Unplanned Purchases

Compared to other industries, beer is slightly less popular as an impulse purchase.

Most Recent Purchases in Category that were Unplanned





# Unplanned Purchases: Generational Differences

Gen Z are most likely to purchase beer unplanned. As a result, in-store advertising is a critical medium for reaching this target group.

Base: All Qualified Respondents (N=1,300)

	Gen Z	Millennials	Gen X	Baby Boomers
	Base sizes vary			
Apparel	25%	28%	36%	41%
Furniture	26%	25%	20%	19%
Automotive	10%	19%	24%	19%
Wine/champagne	41%	20%	14%	13%
Luxury items	14%	25%	9%	25%
Liquor	23%	20%	17%	12%
Home improvement items	37%	18%	13%	17%
Beer	28%	18%	15%	14%
Beauty supplies	20%	16%	18%	10%
Electronics	16%	17%	18%	6%
Fitness gear	12%	18%	7%	22%
Skincare	12%	14%	8%	17%
Hotel stays	35%	8%	10%	8%
Vitamins/supplements	11%	12%	7%	5%
Airline tickets	7%	8%	8%	7%

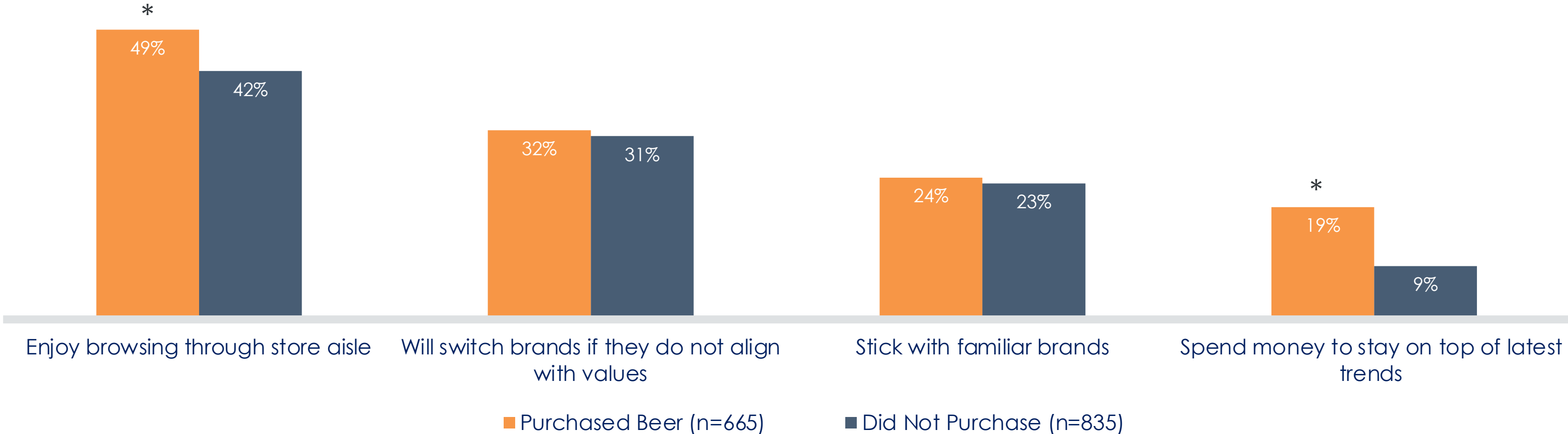
\*Shaded boxes indicate significant differences



# Beer Shopper Habits

Those who have purchased beer in the last month are interested in browsing store aisles and staying on top of latest trends.

Top 2 on a 7-Point Agree Scale



\*indicates significant differences



# Relevant Promotional Media Sources For Beer Shoppers

Television and news publications are the most influential media sources for relevant brand promotions or sales.

		Index Percent
Above Average	Television	28%
	News publications	5%
	TikTok	3%
Neutral	Facebook	1%
	Youtube	1%
	Instagram	-1%
Below Average	Radio	-2%
	Podcasts	-3%
	X (formally Twitter)	-3%
	Blogs	-4%
	Magazines	-5%
	Reddit	-5%
	Pinterest	-6%
	Threads	-7%
	Snapchat	-7%



# Optimism

Beer purchasers are very optimistic compared to those who have not recently purchased the product.

*Top 2 on a 4-Point Scale*

# 79%

Are moderately/very optimistic  
Vs. 74% of non-purchasers





# Activity & Hobbies

Beer purchases enjoy physical hobbies such as exercise and camping. They also enjoy gambling and fantasy sports.

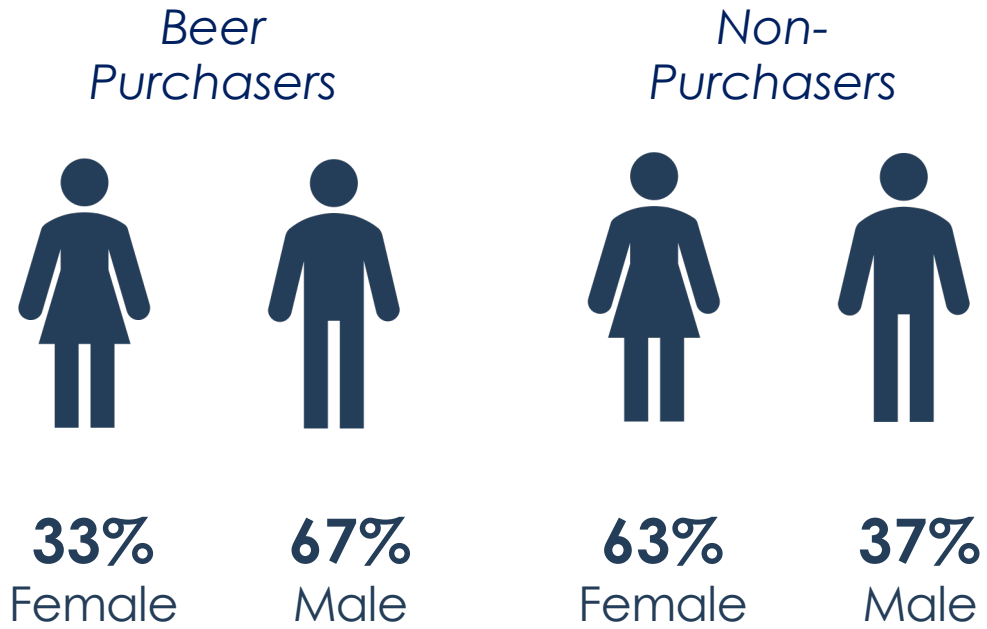
	Purchased Beer in Last Month (n=665)	Did Not Purchase (n=835)
Eating out at a high-end restaurant	31%*	22%
Exercise outside	54%*	39%
Fantasy sports	13%*	7%
Gambling	25%*	11%
Going to bars/nightclubs	28%*	10%
Going to the gym	35%*	24%
Hiking/Camping	21%*	12%
Home improvement	36%*	29%

\*indicates significant differences

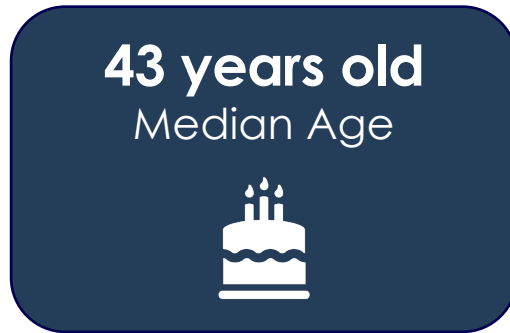


# Beer Purchaser Respondent Profile

## Gender



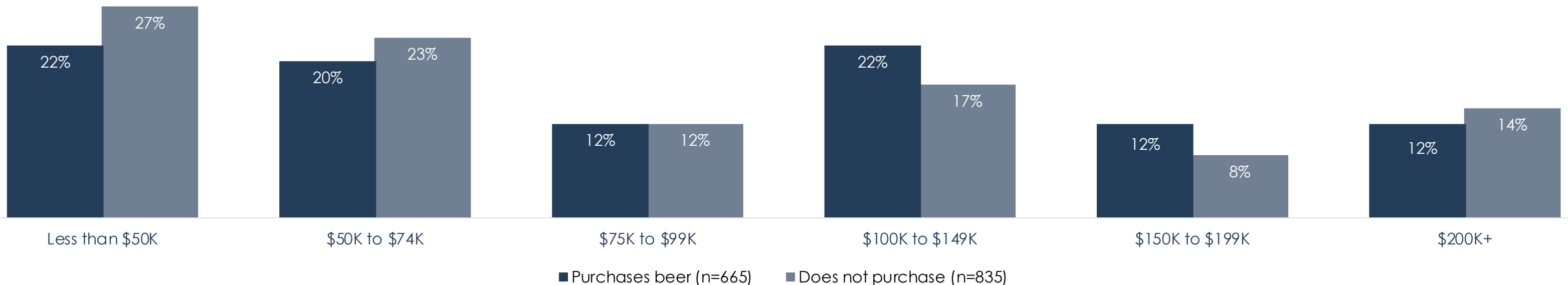
## Beer Purchasers



## Non-Purchasers



## Household Income







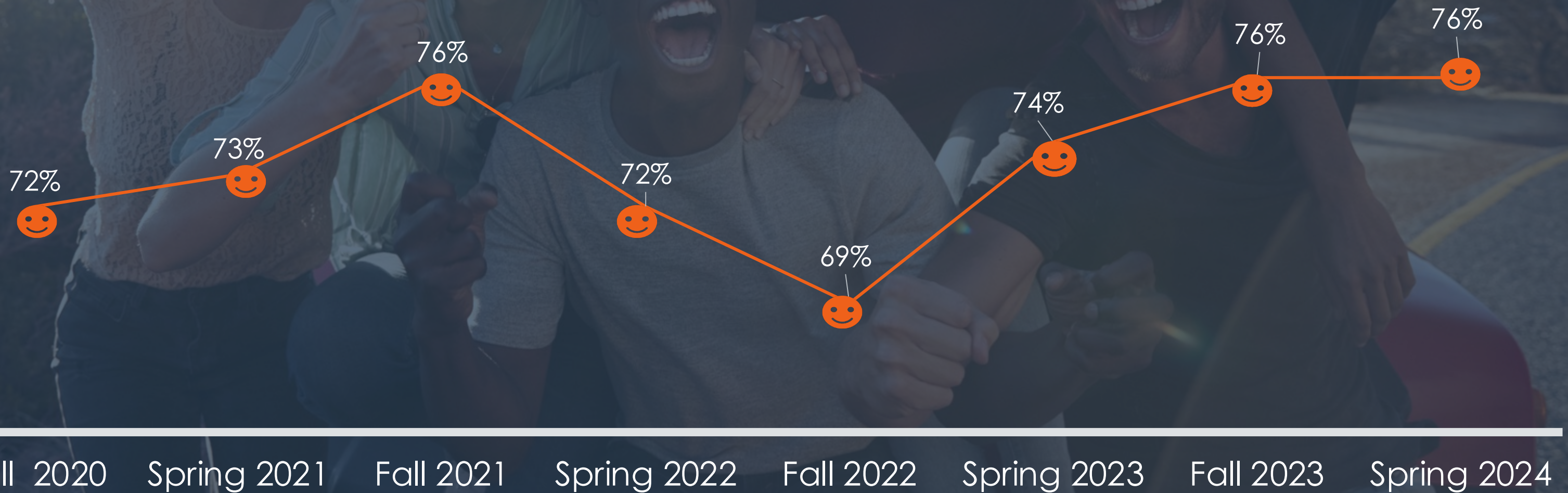
# How is the Economy Impacting Consumers?



# Consumer Optimism

Optimistic outlooks on the future remain high. The lowest sentiment was in Fall 2022.

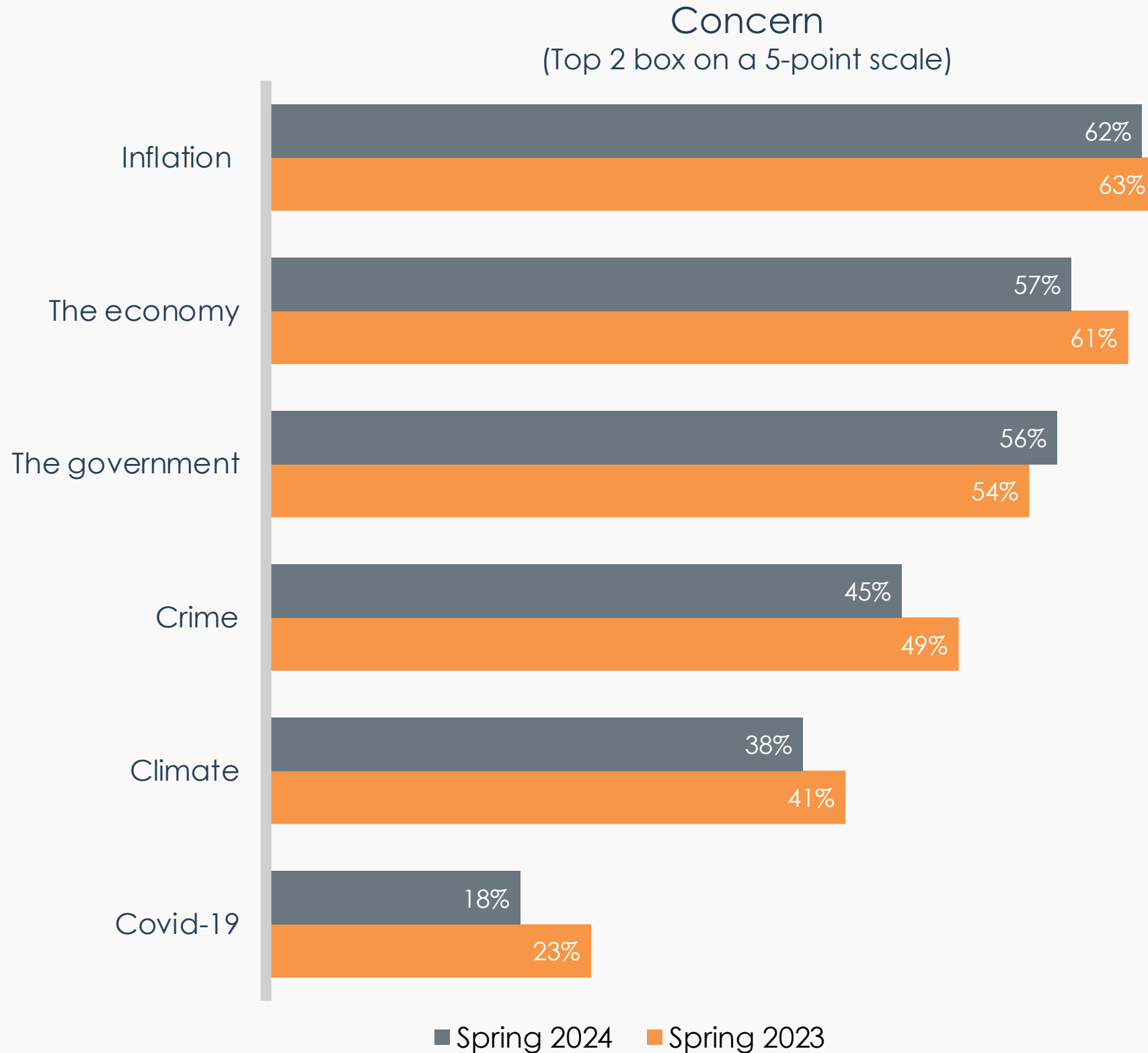
Optimism  
Top 2 box on a 4-point scale





# Top Concerns Impacting Consumers

Inflation remains the top concern among Americans. Worries about the government have slightly increased in the last year.








# 57%


(Top 2 box on a 5-point scale)


of Americans are concerned about the economy

## Inflation is a Key Worry for Americans Regarding the Economy

“The prices of everything keeps going up while our jobs aren't paying more to keep up with the cost of living. Eventually only the higher ups will be able to afford a ‘normal’ lifestyle.”

“I am worried about the number of people who live paycheck to paycheck managing the increasing costs for everything. Inflation is making everyday items beyond the means for many.” 

“Everything is so expensive and it's hard to make enough to live and pay for everything you need to. People can't save money or have money for anything extra.” 

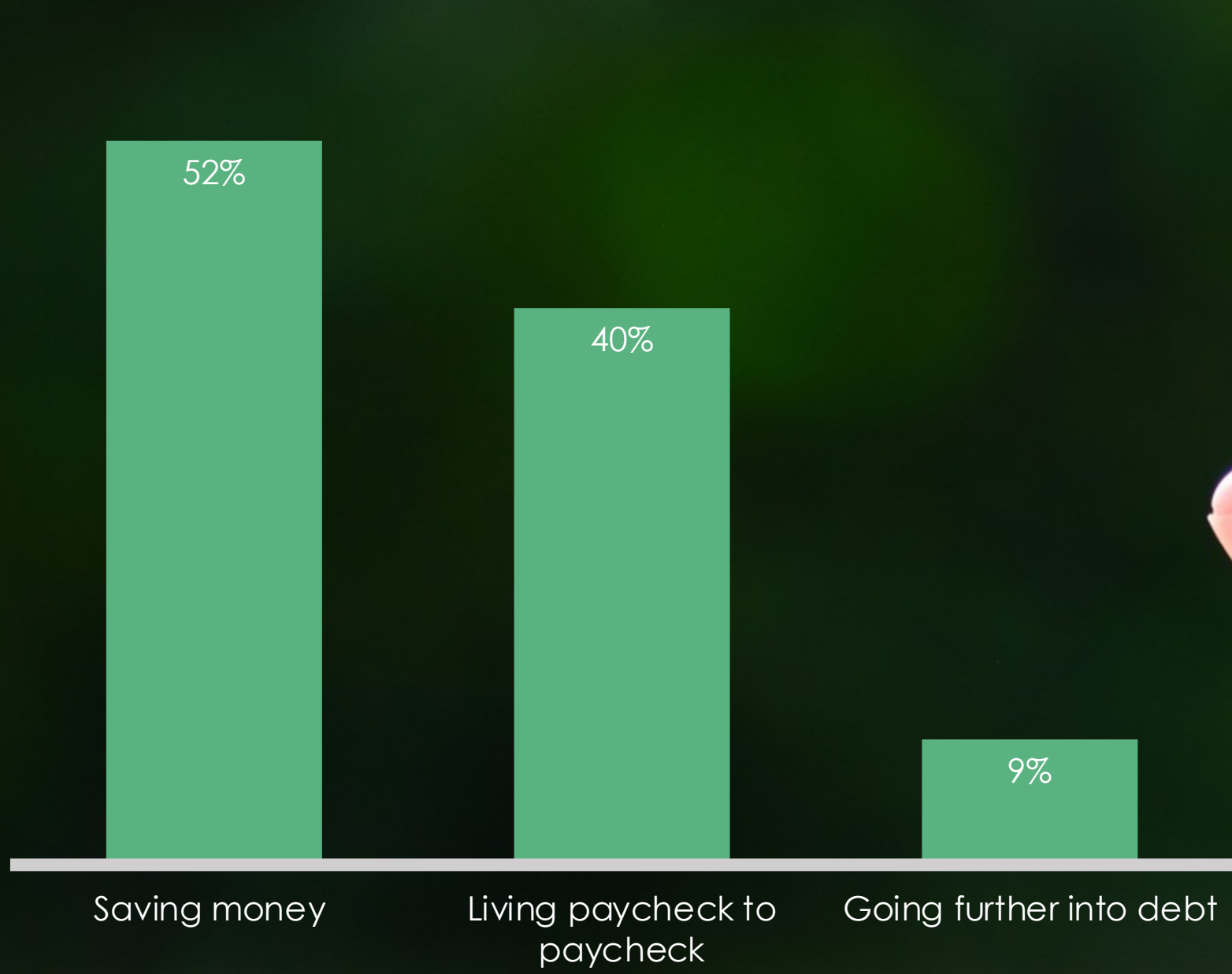
“Inflation is very high, and I am worried about a recession and a hit to our portfolio. We are very close to retirement and that makes me nervous.” 

“I'm worried the purchasing power of my salary will go down and I won't be able to afford to never worry about going out to eat or retirement.”



# Financial Positions

Only half of Americans are saving money. It is particularly concerning as a tenth are going further into debt.

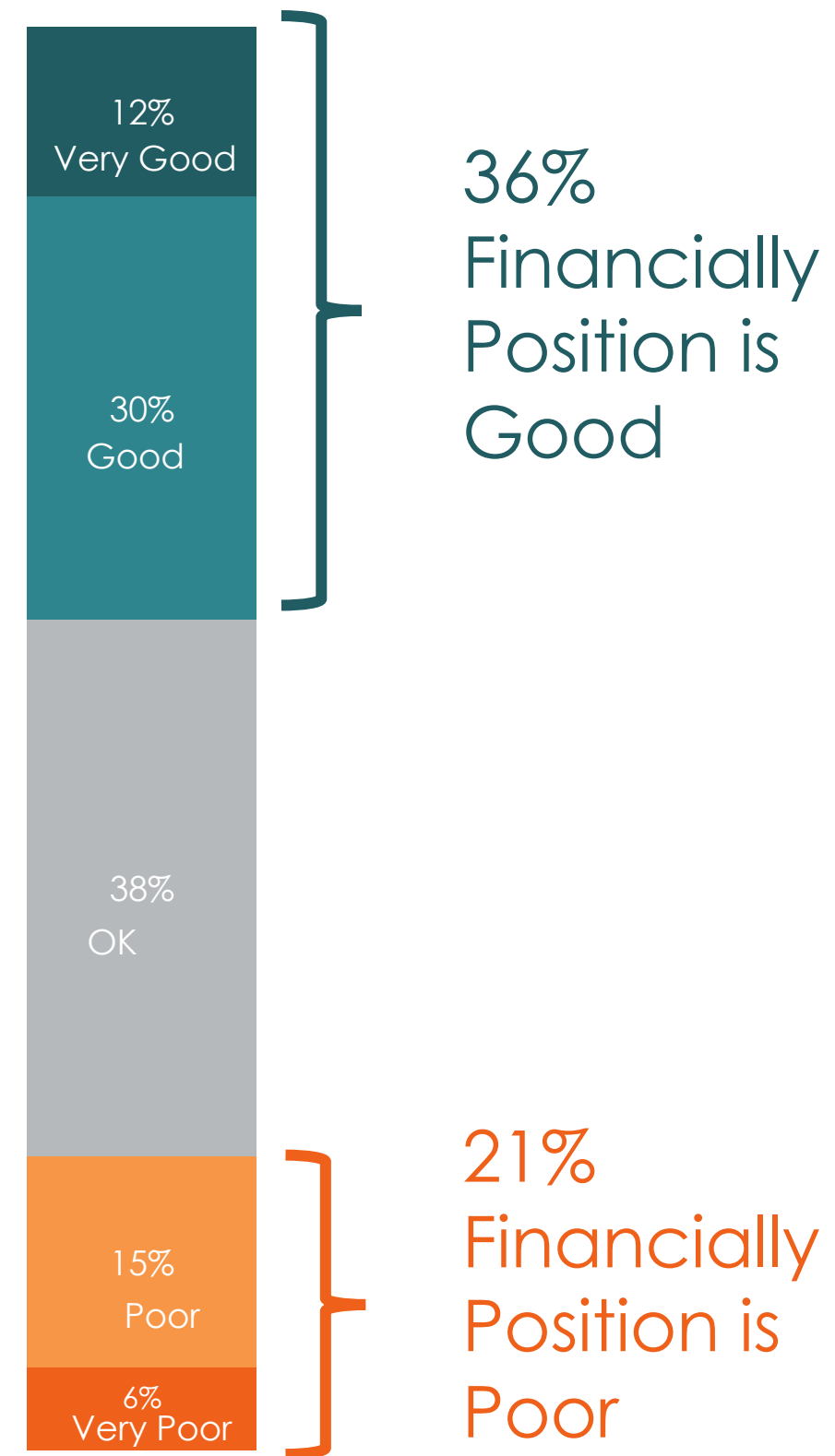






# Financial Position Comparison

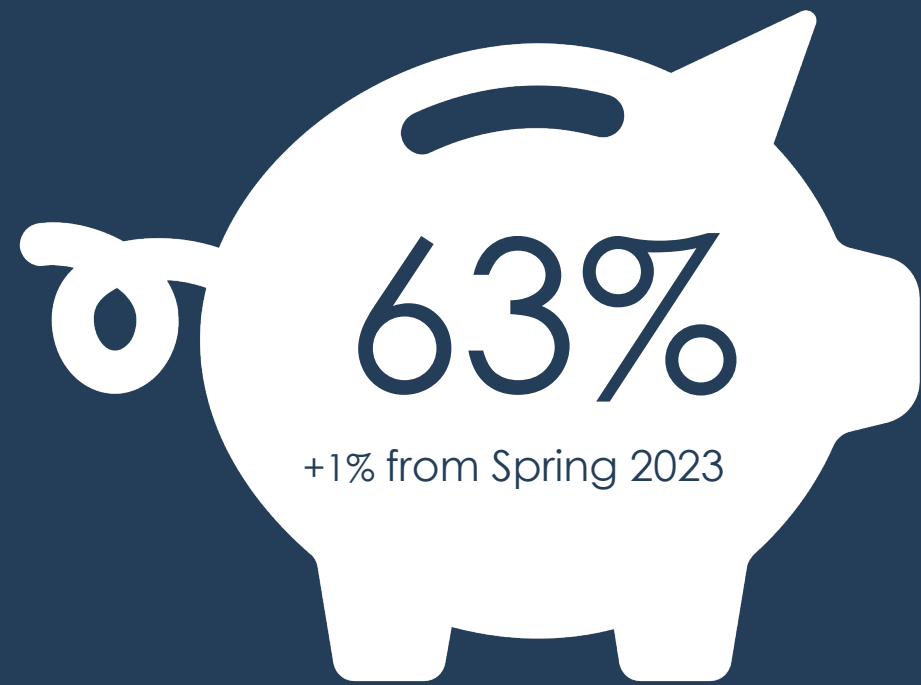
One-fifth of Americans believe that they are in a bad financial situation.





# Americans Are Budget Conscious

Two-thirds of consumers continue to reduce their spending.



**More Budget Conscious**

## Who is Significantly More Likely to Be Budget Conscious

 77% Going Into Debt

**H** 71% Hispanic

 68% Republican



# About Provoke Insights

Provoke Insights is a full-service market research firm founded on the belief that research should better align with marketers' needs. Our mission is to empower brands by providing them with the insights they need to navigate today's ever-changing marketing landscape.

Unlike traditional market research firms, we take a more agile and innovative approach to our work. Our team is dedicated to developing initiatives that are designed to address the unique and evolving needs of today's market quickly and effectively.

What sets Provoke Insights apart from other research firms is our singular focus on branding and advertising initiatives. Our team consists of seasoned researchers who are also experienced brand and media strategists. With this expertise, we deliver actionable insights that help brands succeed in their marketing efforts.

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

