

LOW OR NO ALCOHOL

Beverages Interest in Times of COVID

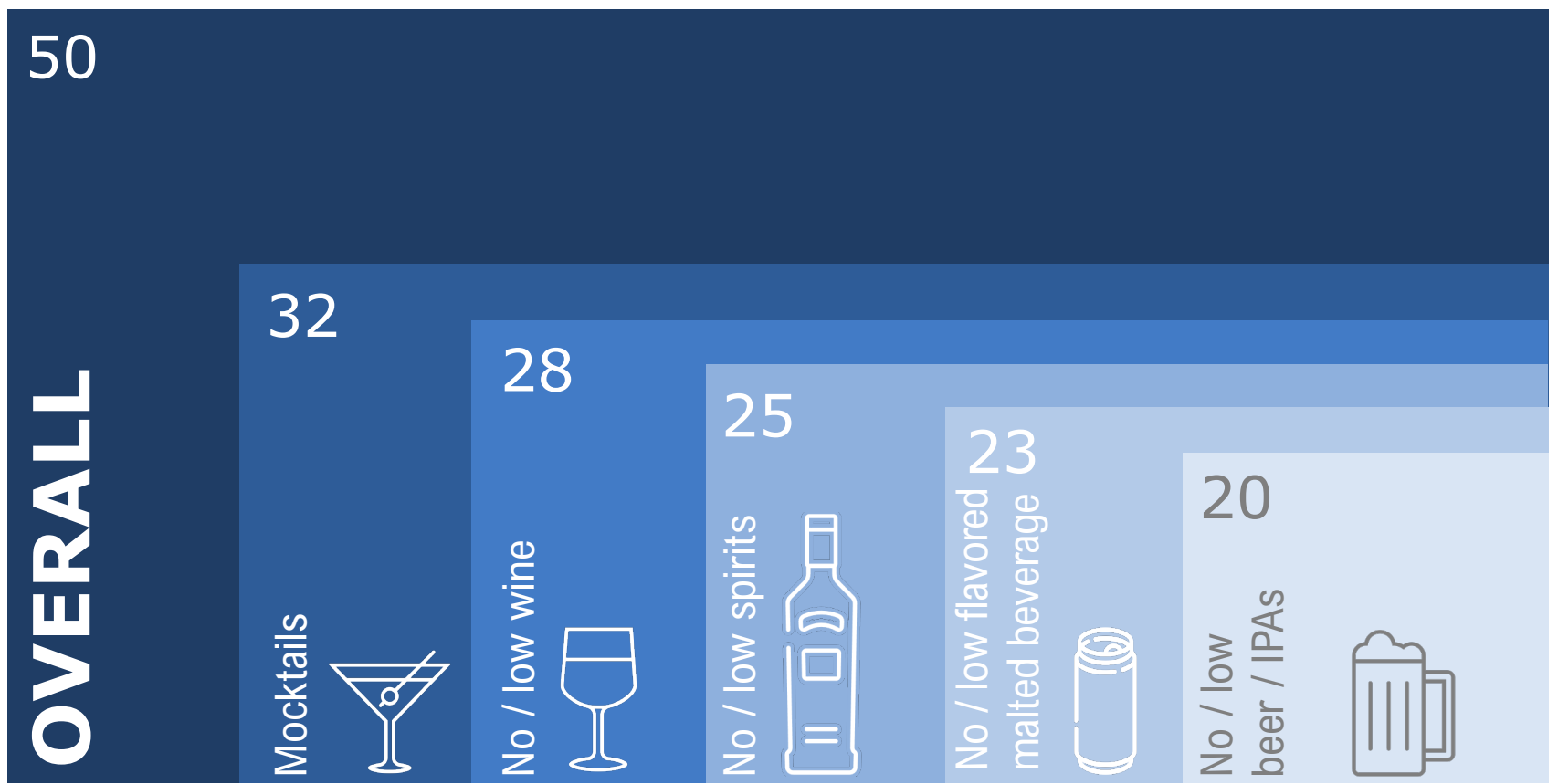
This week's insights were collected Friday, July 23 – Sunday, July 25 among a general population of n=300 U.S. consumers age 21+.

Ready To Drink, Single-Serve, Low Calories And Vitamins Are Key For Low-No Alcohol Beverages.

Half of Americans are interested in a variety of low or no alcohol beverages, with mocktails and wine topping the list. Consumers are looking for no or low alcohol beverages that are ready to drink, low (or no) calories and offer variety. Ingredients of most interest include vitamins, anti-oxidants, zero sugar/sweeteners and electrolytes. Packaging should be single-serve glass or cans.

Interest in Low-No Alcohol Beverages

% of Total Respondents



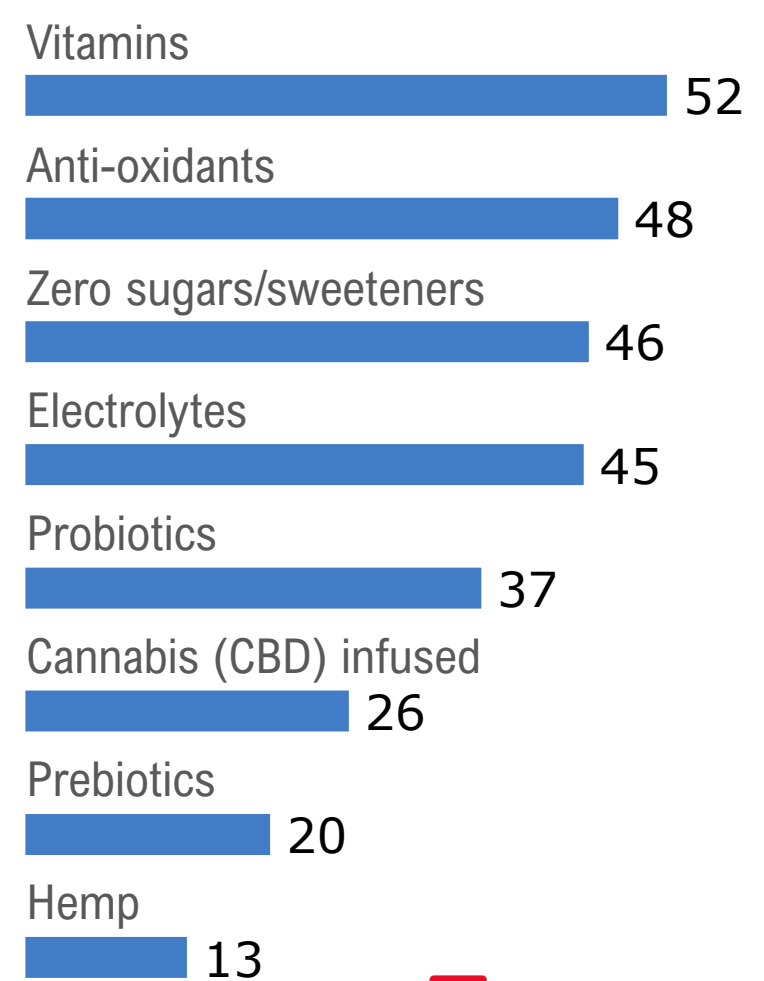
Contents of Low-No Alcohol Beverages

% In Top 5 Choices
Among Those Who Would Drink Low-No Alcohol Beverages

Properties

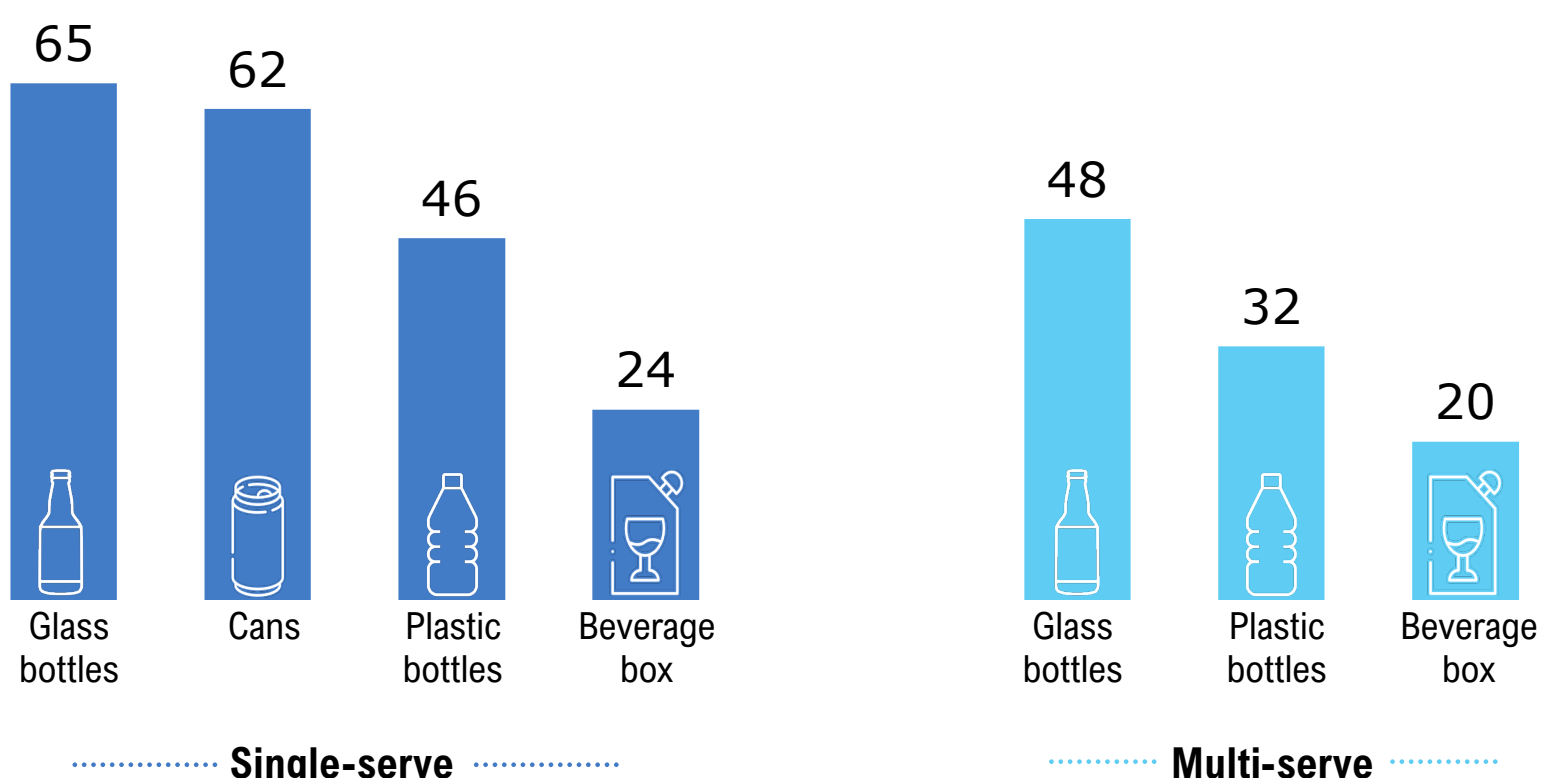


Ingredients



Preferred Packaging for Low-No Alcohol

% In Top 3 Choices
Among Those Who Would Drink Low-No Alcohol Beverages



Base: Total (N=300)
 Q3 Overall, how interested are you in these types of beverages?
 Q4 How interested are you in the following specific types of low or no alcohol beverages?
 Q5 Which of the following properties would you most want to see in low or no alcohol adult beverages?
 Q6 And which of the following ingredient(s) would you be most interested in for low or no alcohol adult beverages?
 Q7 Please rank your preferences for types of packaging you would be interested in for low or no alcohol beverages?