

Summer 2023 Trend Outlook for Beverage Alcohol

May 2023



CGA & NIQ identified trends the industry can expect to see in Beverage Alcohol **this summer.**

**Check
them out!**



What are consumers expected to drink this summer?

Tequila

Tequila is up +23% in the On Premise and up +7% in the Off Premise. Tequila, especially high-end Tequila brands, are gaining traction at the expense of value and mid priced.



Cocktails

Cocktails are benefiting from the rise in Tequila consumption, mainly driven by Margaritas in the On Premise. In the Off Premise Vodka base leads RTDs, followed by Tequila.



Wine

Rose Wine typically drives Wine during the summer months, recently benefiting from celebrity influence. In the Off Premise, Rose wines priced \$15-25 are bucking declining Wine trends.



Imports

Imported beer, particularly Mexican imports, is increasing its importance in the On Premise. Off Premise, Imports are driving over \$900 million in growth, predicted to accelerate.



What are the hot flavors and cocktails that will be top of mind?

Spritz cocktails, driven by aperitivo occasions, have contributed to growth of the spritz category beyond just Aperol Spritz – with many places including “spritz” sections on menus.

The **Negroni Sbagliato** (sub Prosecco for Gin) is influenced by social media trends.

Across the top cocktails, **Margaritas** are clearly the top performer in the On Premise. When focusing on dollar velocity, the average outlet generates almost 4 times more than the second-placed, Moscow Mule. In the Off Premise, **Margarita cocktails** account for close to \$1 billion across Beer, Wine, and Spirits.

The fastest growing cocktail types in the Off Premise include **Bellini/Mimosas, Martinis, Manhattans, and Gin & Juice**, all up triple digits vs year ago.

For flavors, traditional such as fruity and sweet will be popular, while creative new spicy flavors are being used this summer.

What other consumer trends will impact drink choices?



Premiumization linking to the rise in Tequila, Import, and cocktail consumption referenced above



Health centric and wellness need states including non-alc consumption



Celebrity brand affiliation which is powerful enough to encourage **new alcohol category trial**



Other trends such as moderation, sustainability & ethics, “treat spend”, affordable luxury, drinks as a status symbol, will impact on and off premise