

Finding Balance in Beverages

Consumers seek moderation as they celebrate the simple pleasures of life

The long-term effects of the ongoing COVID-19 pandemic are driving a focus on celebrating life's simple pleasures while striving for balance. Consumers are still embracing indulgent food and beverage experiences, but with some slight modifications. According to several recently released beverage industry reports, 2022 will bring the following developments:



Boozier Isn't Always Better

Consumers are increasingly trying no- and low-ABV drinks as they **focus more on health and moderation, making the low-ABV movement a trend to watch.**



“Going low- or no-alcohol is a lifestyle choice that some consumers are rallying behind as a way to achieve holistic health goals.

This trend has fueled explosive growth in non-alcoholic spirits and ready-to-drink mocktails — as well as lower-ABV wine-based cocktails — that we expect to continue into the new year.”

— Katie Clark, Flavorman



Offering a variety of no- and low-ABV beverages also caters to the sober-curious movement, which includes consumers who choose to mindfully reduce their alcohol intake or periodically take breaks from drinking.

Expect Bold Flavors & New Formats

DRINKS WITH SUBTLE DISPLAYS OF FLAVOR HAVE PREVIOUSLY TAKEN CENTER STAGE.

But as the hard seltzer market begins to saturate, beverage makers are seeking ways to differentiate themselves from the competition, which means opting for bigger and bolder flavor profiles.

While hard seltzer sales don't show any signs of slowing down, expect to see consumer demand grow for a greater variety of non-traditional hard drinks in 2022. Watch for new spiked beverages such as hard kombucha, hard iced tea, and more.



“If it's a drinkable liquid, expect a hard version of it on shelves soon.”

— DoorDash
2022 Alcohol
Trends Report