



Booze-less Summer Sips

Our last Trend Watch report looked at boozy summer sips, but what about all the boozeless options appearing on the shelves...



Choosing to partake in non-alcoholic drinks is not just a passing trend — there is a whole ‘sober-curious’ movement behind it. While some consumers are opting for low-alcohol options, others prefer to give booze a miss entirely. This movement has been referred to as the beverage equivalent to ‘flexitarianism’, and we can see why!

1/3 of consumers have decreased their alcohol consumption in recent years ¹

Top reasons for avoiding alcohol are to improve health and to manage weight

Innovation in the non-alcoholic space is driven by consumers not wanting to sacrifice social occasions

Sparkling H2O is one of the fastest growing categories in beverage, with an expected CAGR of 12% globally over the next 7 years

¹ UK consumers



On the Shelves



The Finery 0% Sparkling Cocktails Range includes this Grapefruit, Cucumber & Mint flavoured beverage which is free from sugar, carbs and gluten (NZ, 2020).



Sips Sparkling Water comes in four different varieties. It uses native Australian extracts, is naturally flavoured and has zero calories (AU, 2020).



The Non-Alcoholic Paloma from Monday Distillery is sugar-free and features a tequila taste with notes of grapefruit, yuzu, finger lime and passionfruit (AU, 2020).



AF Drinks are a new brand driving the ‘sober-curious’ movement. They use botanical extracts to mimic the pleasant warmth of drinking alcohol (NZ, 2020).



On the Shelves



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The Good Cocktail Co. has released a new flavour - Daiquiri with boysenberry and yuzu. Best enjoyed with soda water (NZ, 2020).



Sobah Finger Lime Cerveza, a non-alcoholic craft beer, uses Australian native fruits and extracts in this vegan friendly brew (AU, 2020).



So.Beer is a refreshing alcohol-free lager, geared towards health-conscious consumers. Features low sugar and only 40 calories per serve (USA, 2019).



Blended with aromatic botanicals, Skinny Tonic have created a sophisticated tonic water with 0 calories and no sugar (USA, 2019).

Through 2021 we expect to see a greater uptake of these booze-free beverages in bars, restaurants and on liquor shop shelves. As people increasingly reach for low- or no-alcohol options, the tradition of 'grabbing a drink' will no longer solely be about high ABV tipples.

Sophisticated non-alcoholic beverages such as those detailed in this report are helping consumers to make better (and tastier!) decisions around their health.

There's even been an alcohol-free festival in Australia in 2020!



Hawkins Watts Offerings

- ✓ Natural Sweeteners & Taste Modulations
- ✓ Natural & Artificial Flavours
- ✓ Botanical Extracts
- ✓ Complementary Natural Colours
- ✓ Prebiotic Fibre



Images courtesy of Mintel, TFP and brand websites/socials.

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