

*knit*

# Gen Z & Alcohol

May 26, 2022

Fresh Gen Z Insights  
& Expert Panel Discussion



# Today's Agenda

20 min

## Sneak-peek Knit Insights



**Firsthand insights** from  
Knit's 1M+ Gen Z Panel

30 min

## Discussion w/ Youth Marketing Experts

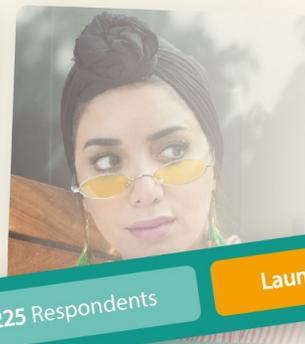


**Youth Marketing Experts,**  
with experience ranging from  
Constellation Brands to Smirnoff



# knit

Knit helps brands understand this next generation of consumers through **on-demand feedback from Gen Z.**



Send to entire your Gen Z Panel?

225 Respondents

Launch Now





# On-Demand Gen Z Insights



**1M+ Gen Zers  
at your fingertips**



**Quant, Qual  
& Video Studies**



**Answers in as  
little as 48 hours**





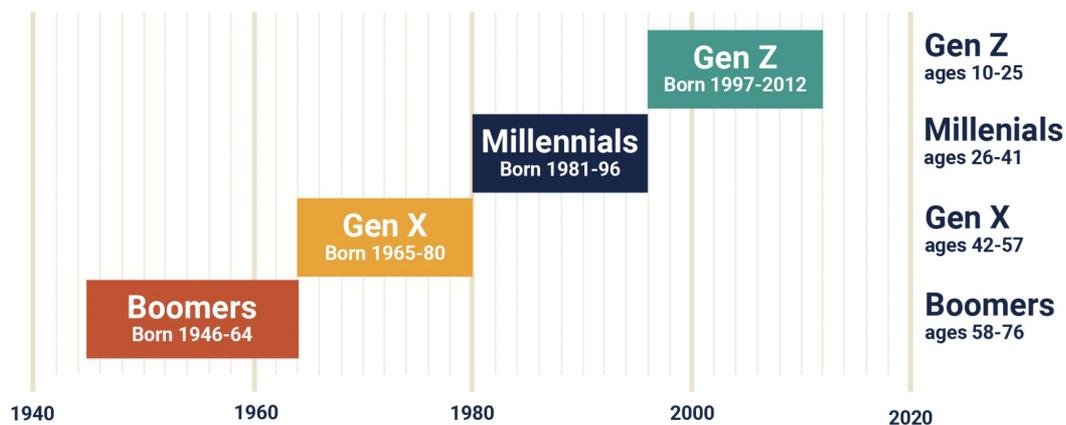
**BETCHES**



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## About Gen Z

- 1997-2012
- Most ethnically diverse generation
- First digitally-native generation
- Social & environmental idealists
- Collective buying power of \$150B (and counting)



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Prior to 2020, Gen Z was on track to be a **generation of non-drinkers**, especially compared to the generations that came before them.



**Gen Z** was drinking

**20% less**

compared to **Millennials**

**64%**

expected to **reduce their  
consumption** even further  
as they got older



[Berenberg](#)

**Then 2020 hit**

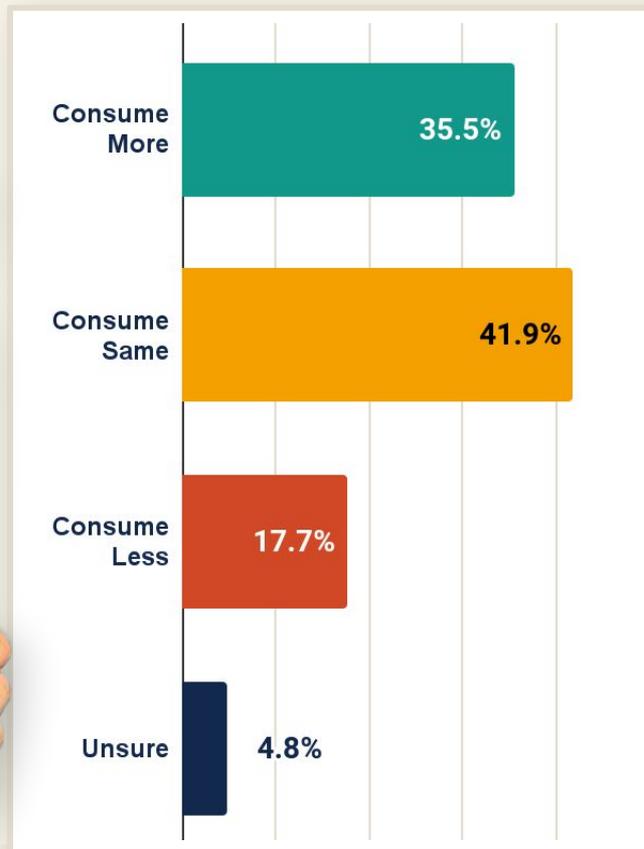


The pandemic changed how we drink.  
20 months later,  
**Gen Z is still feeling the impact**

**35%** of Gen Z  
**consumes more**  
**alcohol now vs**  
**pre-pandemic**

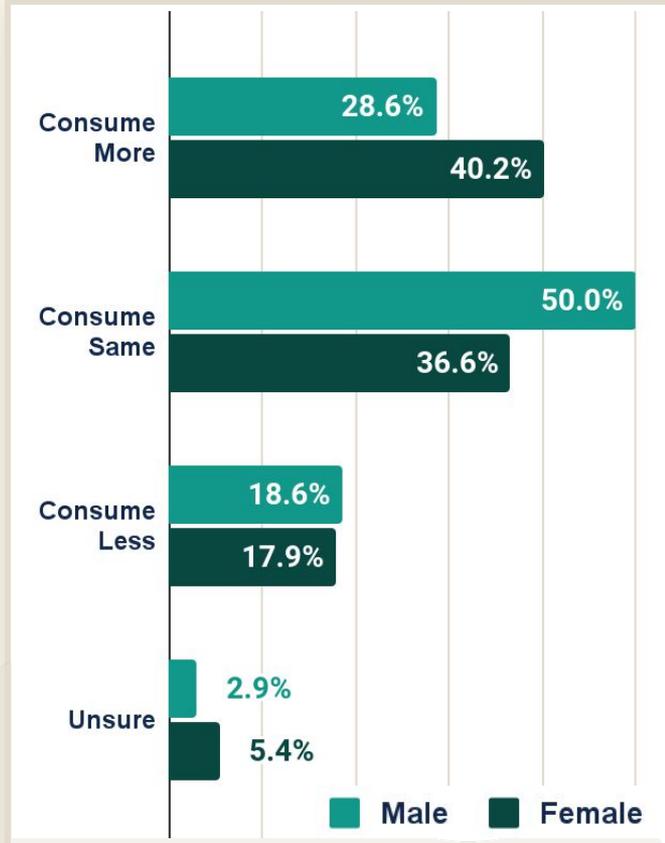


### Gen Z's Post-Pandemic Alcohol Consumption



**By Gender:**

**Gen Z's Post-Pandemic Alcohol Consumption**



**Gen Z Females are seeing the most growth**

**40.2%**

of Gen Z **females** are **drinking more** than pre-pandemic  
(vs **28.6%** of Gen Z males)



**Gen Z's Average  
Monthly Spend  
on Alcohol**

**\$46.30**

Equates to:

**\$555.60 Annual Spend**

**That's the equivalent of:**

**3.5 margaritas** at  
your local cantina



**Five six-packs**  
of White Claw



**A fifth of Hennessy**  
Very Special Cognac  
(depending on where you live)



## Gen Z's alcohol budget

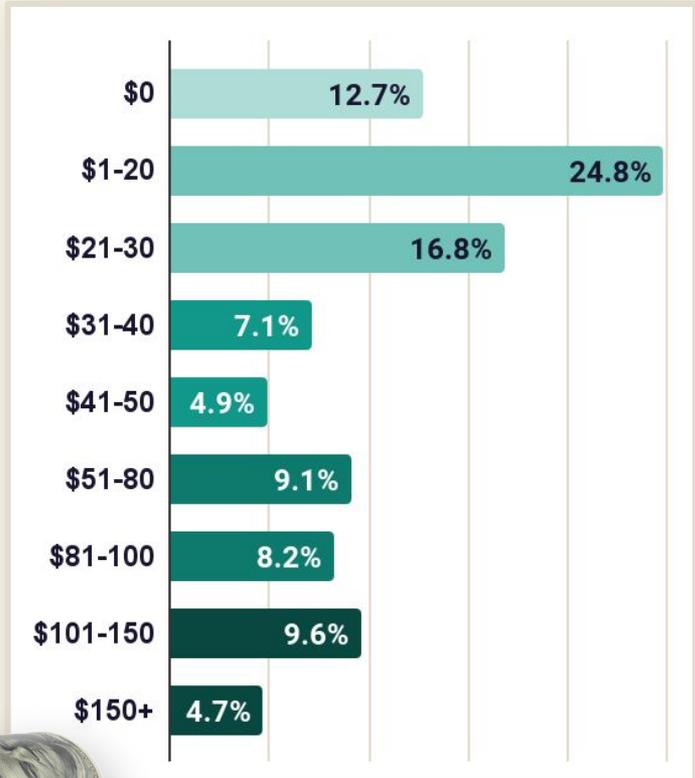
**54.3%**

spend **under \$30** monthly

**22.5%**

are spending **\$80+ monthly**  
(double the generational average)

Gen Z's Average Monthly Spend on Alcohol



**By Gender: Gen Z's Average  
Monthly Spend on Alcohol**



**By Ethnicity: Gen Z's Average  
Monthly Spend on Alcohol**



## Gen Z's alcohol budget

Gen Z males spend almost  
**twice as much**  
as their female peers

♂ **\$68.60** vs **\$34.5** ♀

**Asian** Gen Z spend  
the **least** (\$27.20)  
while **Black Zoomers**  
spend the **most** (\$73.90)



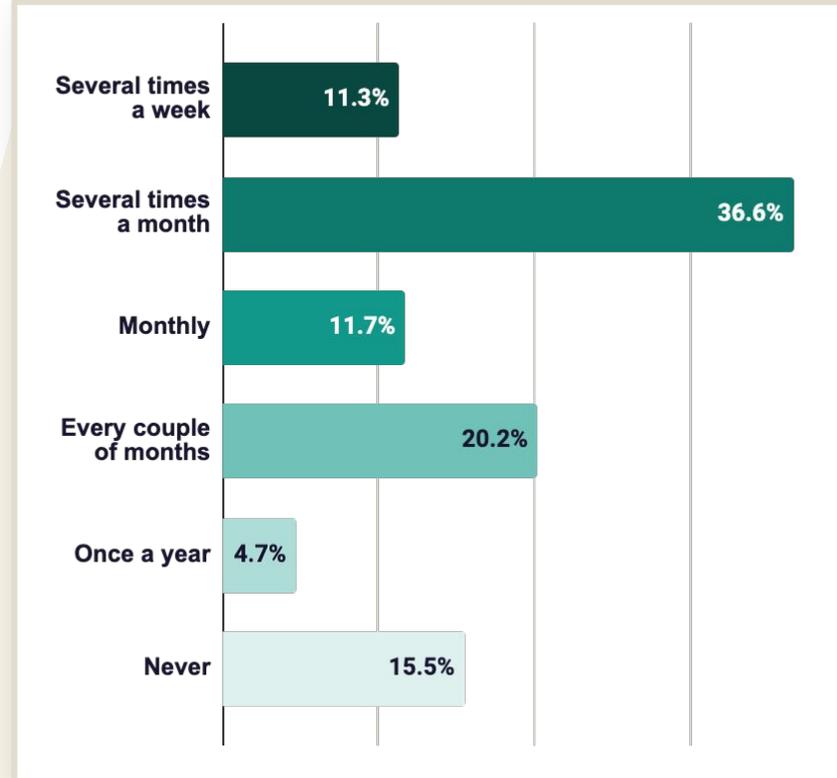
# Gen Z is stocking up

— **36.6%** —

said they bought alcohol  
“**several times a month**”,

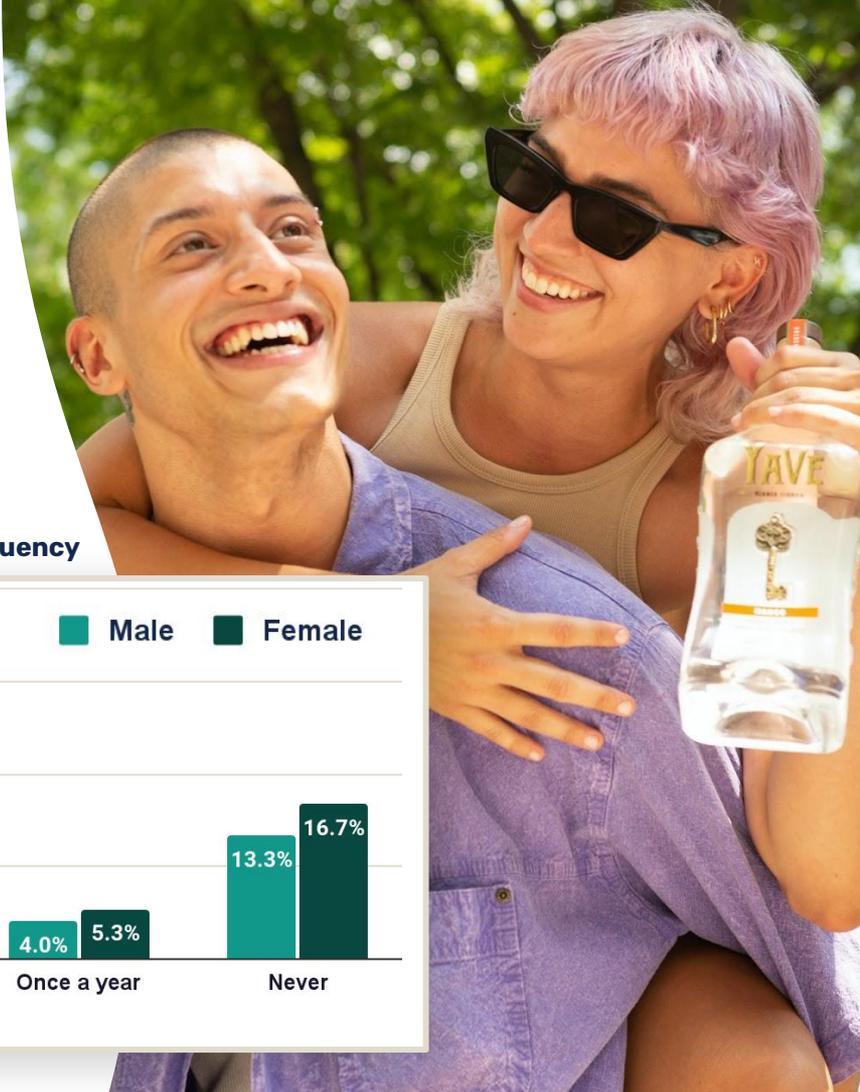


## Gen Z's Alcohol Purchasing Frequency

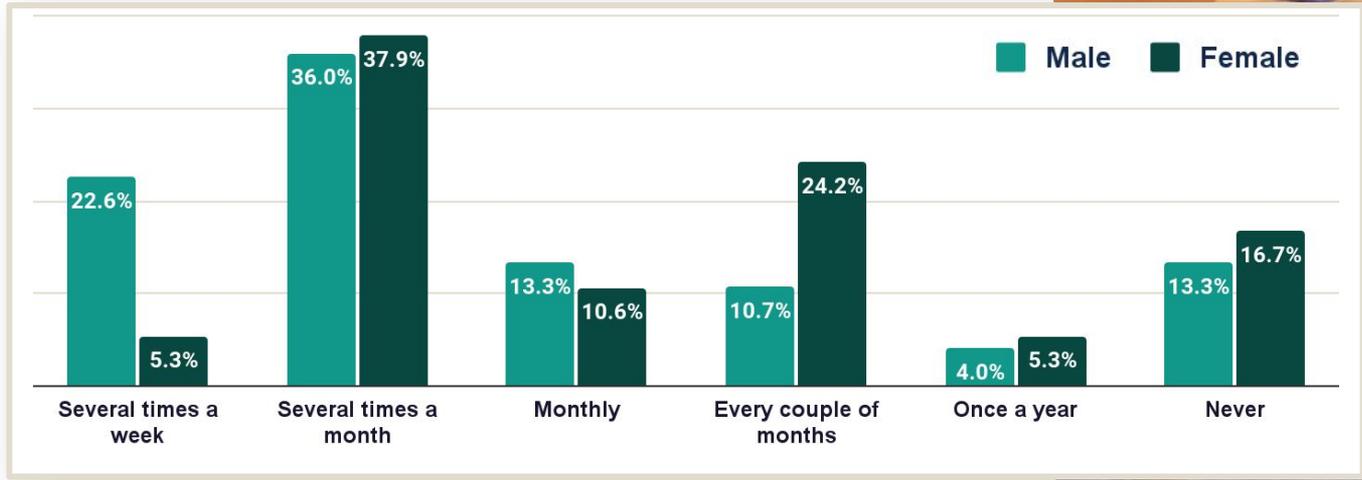


## Males and females buy booze at different rates

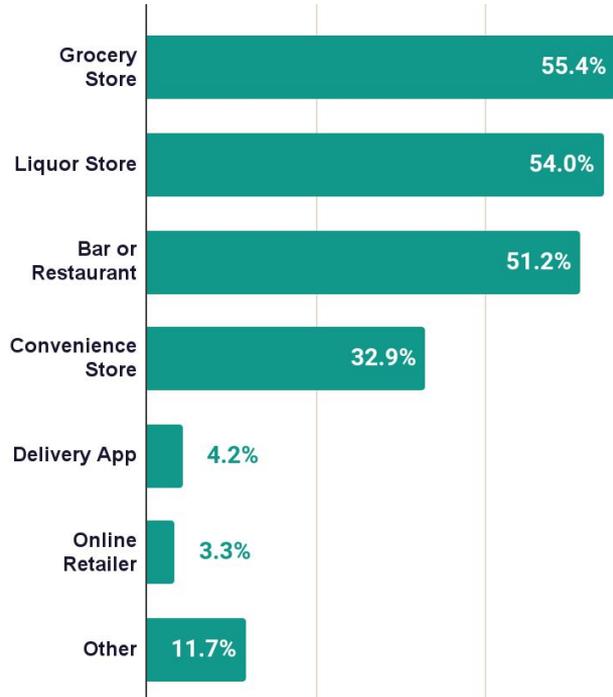
**22.6%** of males purchase alcohol **several times a week** compared to just **5.3%** of females.



By Gender: Gen Z's Alcohol Purchasing Frequency



## Where Gen Z is Purchasing Alcohol



## Where do the “regulars” head?

### Grocery and liquor stores

are Gen Z’s top spots to shop  
(55.4% & 54%)



### Delivery apps & online retail

haven't quite  
caught on yet





## The Takeaway for Brands

Focus on **how your brand's values align with Gen Z's** and providing informational resources.

For instance, make it easy for consumers to determine which brick-and-mortar retail establishments carry your products to help **create the seamless experience Gen Z craves.**



# Gen Z drinks to get social not 'sloshed'

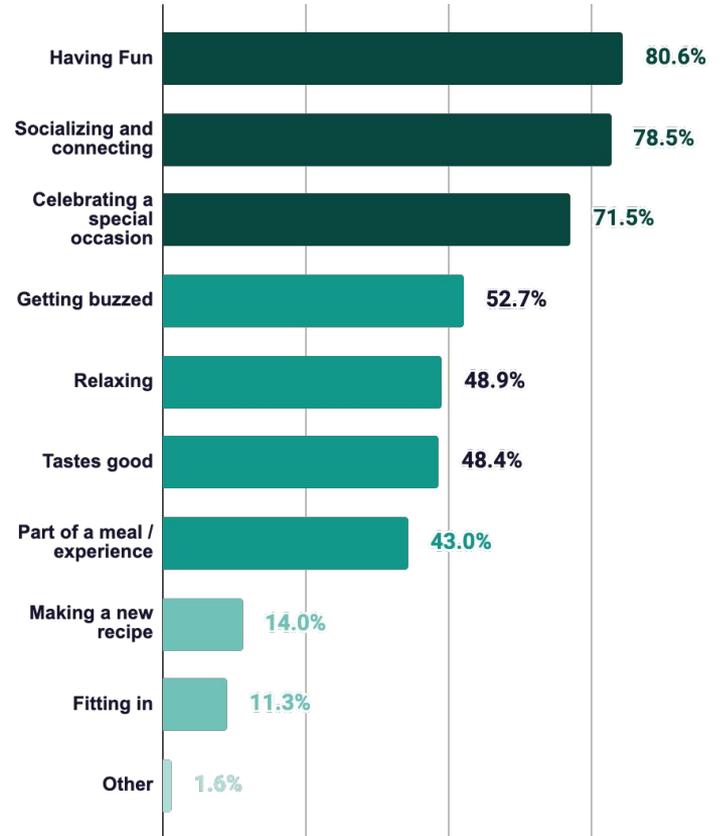
This generation focuses on thoughtful, socially-driven consumption:

## Top reasons for drinking:

1. "having fun"
2. "socializing and connecting with others"
3. "celebrating a special occasion"



## Gen Z's Reasons for Drinking Alcohol

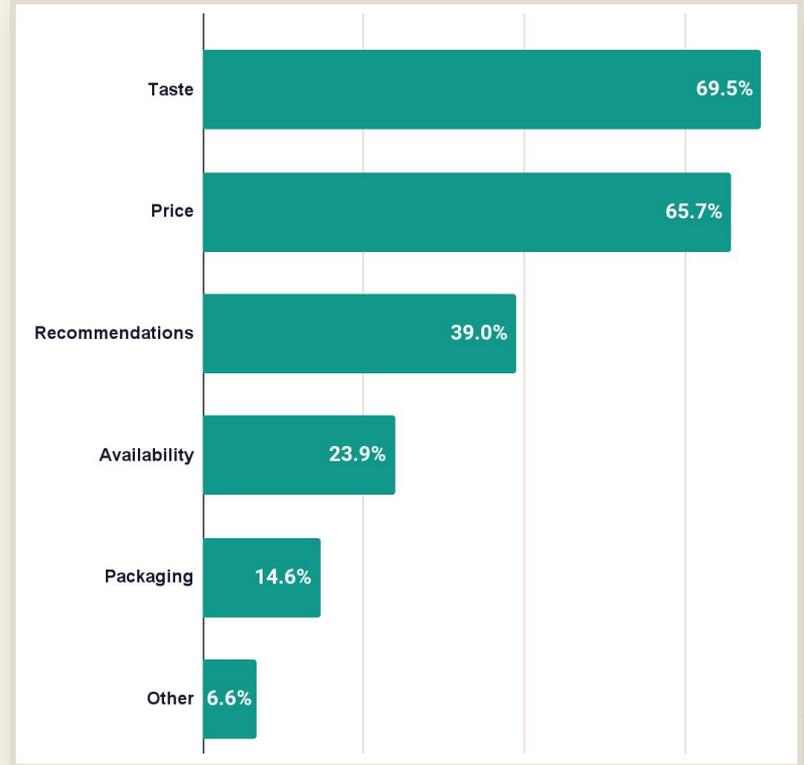


# Gen Z buys for **taste**

but disposable income and a discerning eye go hand in hand



Greatest Factors on Gen Z's Alcohol Purchase Decisions



## Gen Z adapted their habits to **pandemic** norms

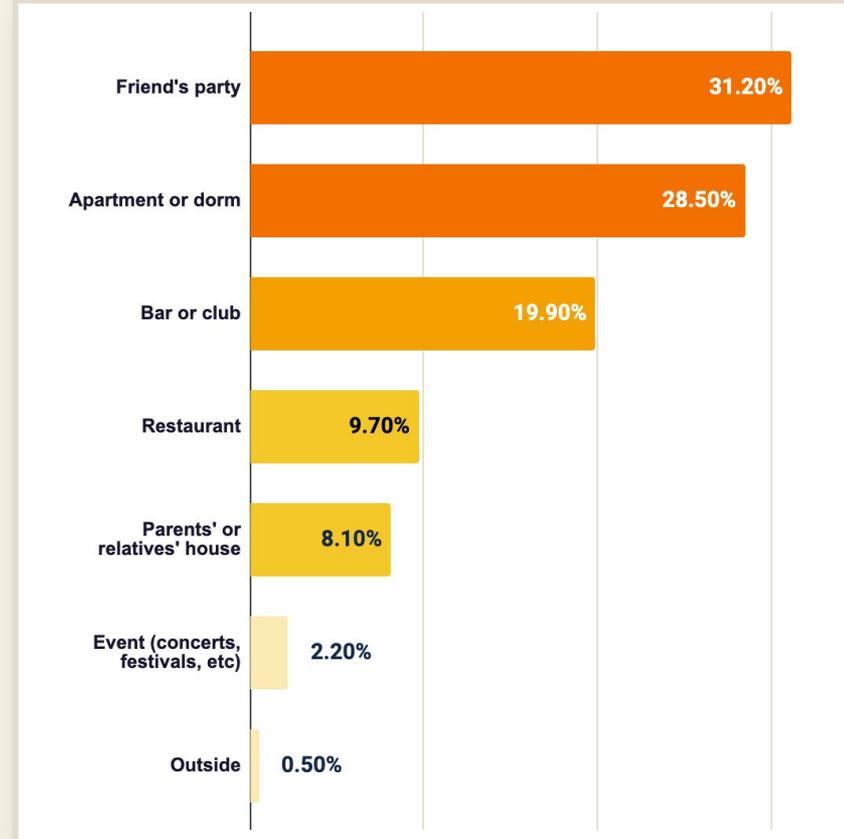
Their go-to spots for alcohol consumption are in places of comfort.

**White** Zoomers drink at **restaurant** more frequently than all other ethnicities.

**Gen Z females** also drink at **restaurants** more often than males (60.7% vs 45.7%).



Gen Z's **Top** Places to Drink



**The data most  
of you are likely  
waiting for...**

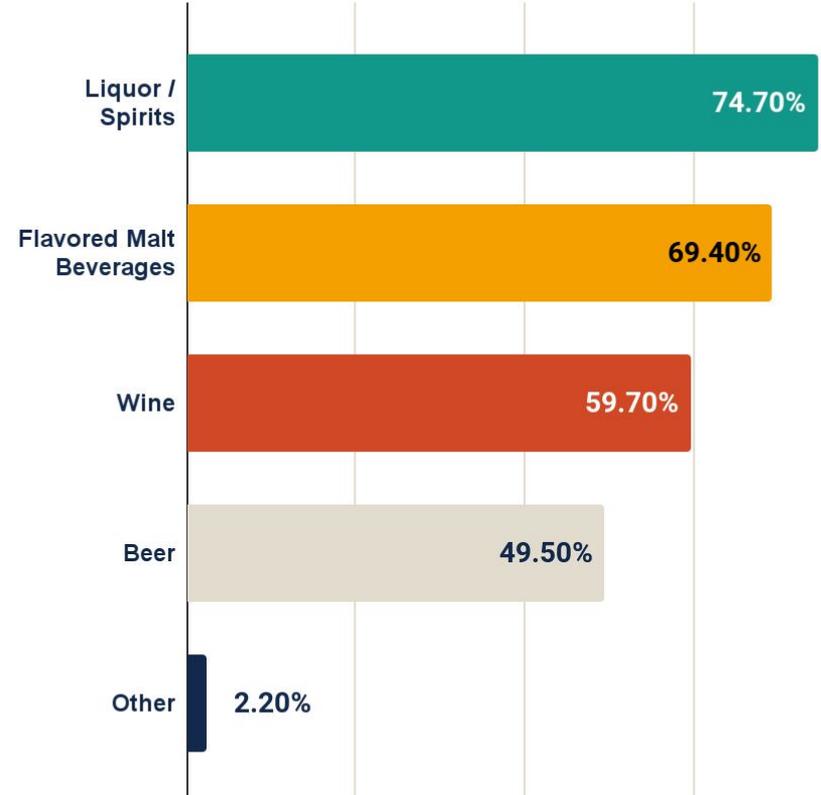


This generation  
overwhelmingly prefers

**FMBs** over beer



## Gen Z's Favorite Alcohol Types



## Straight from Gen Z



I personally enjoy **White Claws** or **Truly seltzers**. I think for me, **two or three is enough**. And I also don't drink very often. The flavors I enjoy. The taste isn't bad.

I personally do not like beer. I also think that these hard seltzers are **affordable** because they do have buy one, get one free deals.

If I had to choose versus other drinks, seltzers are probably my top choice.



## Straight from Gen Z



My favorite drinks are probably **mixed drinks or shots** of hard liquor. I really like hard teas as well, like **Twisted Teas**. These are my favorite because in social settings I like mixing drinks, **so I don't get too drunk**. But if I were to go be at a bar or club with friends – having fun – I would definitely take shots. But I don't drink that often, and my drinks do not change per... actually they do change, definitely, **depending on the situation**. Like I said, like shots in the bar club or a hard seltzer, a hard tea or a mixed drink when I'm out with family or in a restaurant. So I don't get messed up.



## Straight from Gen Z



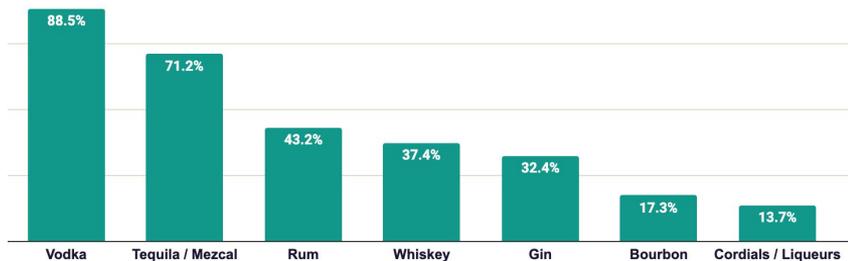
For me, it matters more about **what I'm doing versus what I prefer**. If I'm having dinner at my house or I'm just relaxing, then I'll be drinking some **wine**. But if I'm out at a restaurant then I'm likely to get a **cocktail** or some kind of mixed drink. If I'm at a friend's house or some kind of party then I'm more likely to drink a **seltzer** or some kind of **mixed drink**. If I'm at a club or a bar then I'm willing to do shots and mixed drinks. So really, I just have preferences of what I drink based off of where I am or what I'm doing.



# Let's double tap into each category...

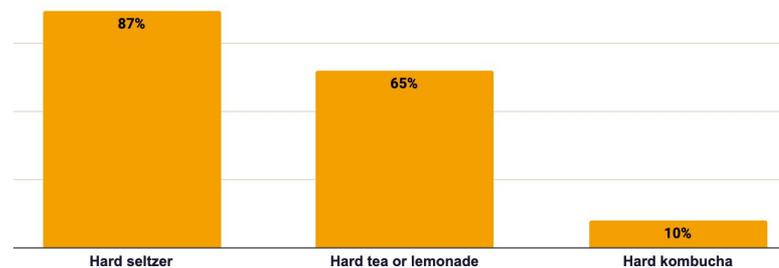
## Gen Z's Favorite Liquor Types

(of liquor drinkers)



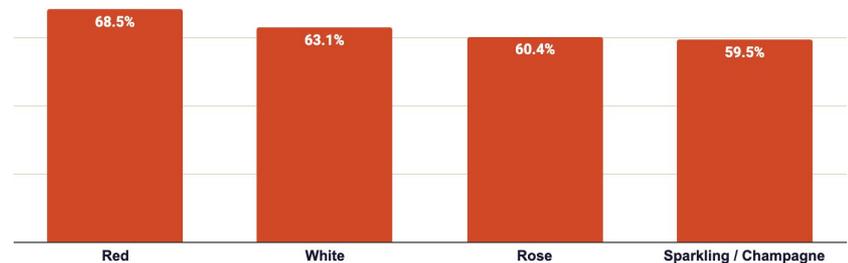
## Gen Z's Favorite FMB Types

(of FMB drinkers)



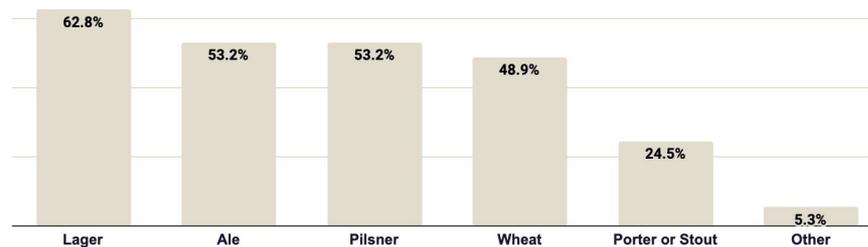
## Gen Z's Favorite Wine Types

(of wine drinkers)



## Gen Z's Favorite Beer Types

(of beer drinkers)

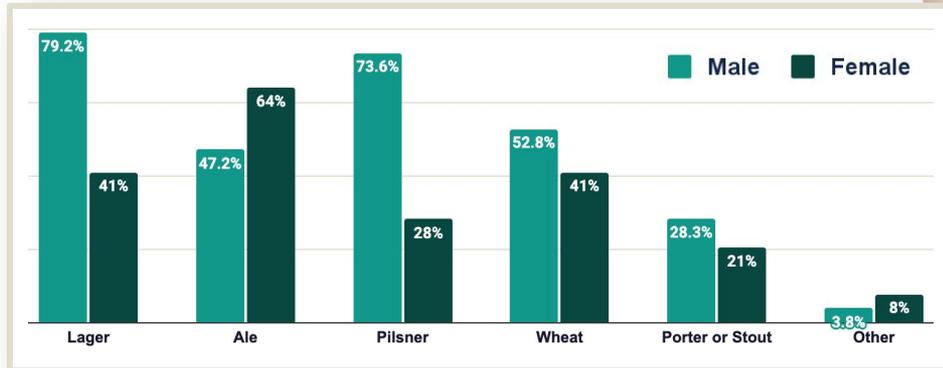


**Beer** is the second most popular alcoholic beverage for males (75.7%) but fell to the **bottom of the list for females** (33%).

Beer was also the **least popular** category for **Black** (33.3%) and **Asian Z's** (43.8%)

**Lager** was the **most popular** type of beer overall (62.8%)

By Gender: Gen Z's Favorite Beer Types



# Liquor by gender

Vodka and Tequila were the most popular for both Gen Z men and women

By Gender: Gen Z's Favorite Liquor Types



# Liquor by ethnicity

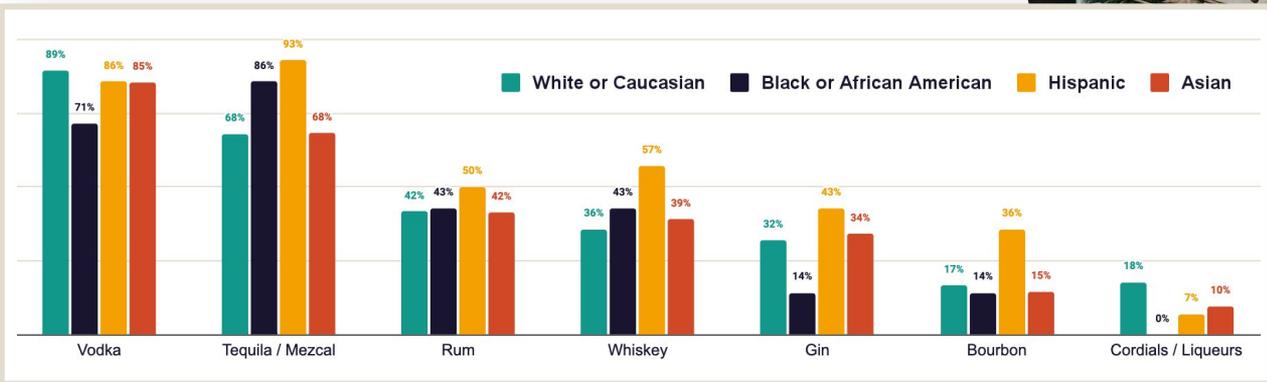
Vodka is the number one choice across all groups – except two.

Tequilas and Mezcal are the preferred drink for:

**92.9% of Hispanic Zs**

**85.7% of Black Zs**

**By Ethnicity: Gen Z's Favorite Liquor Types**



# Gen Z's **Top** Alcohol Brands



## Gen Z's Most Frequently Mentioned "Favorite" Alcohol Brands



White Claw  
**16.6%**

### In Gen Z's Own Words:

"The blueprint for seltzers"

"Best for parties"

"Easier to drink in moderation"



## Gen Z's Most Frequently Mentioned "Favorite" Alcohol Brands



**Tito's Vodka**

**16.6%**

### In Gen Z's Own Words:

"Mixes well with other drinks"

"The best tasting for a good value"

"High quality but not too expensive"



## Gen Z's Most Frequently Mentioned "Favorite" Alcohol Brands



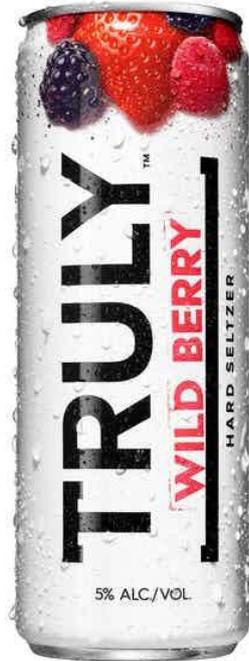
**Smirnoff Vodka**  
**12.1%**

### In Gen Z's Own Words:

"Great to make mixed drinks [with]"  
"Good flavors for various mixed drinks"  
"Inexpensive"



## Gen Z's Most Frequently Mentioned "Favorite" Alcohol Brands



Truly Hard Seltzer  
**9.5%**

### In Gen Z's Own Words:

"Easy, casual drink I can have anytime"

"Great options"

"Affordable"



# Gen Z's Favorite Alcohol Brands



if your brand is mentioned.

If not, give us a shout after the panel. 😊



**Not all of Gen Z  
drinks though...**



## Gen Z's top three reasons to **abstain** from drinking

**51.7%** 🍑

Don't like the taste or smell

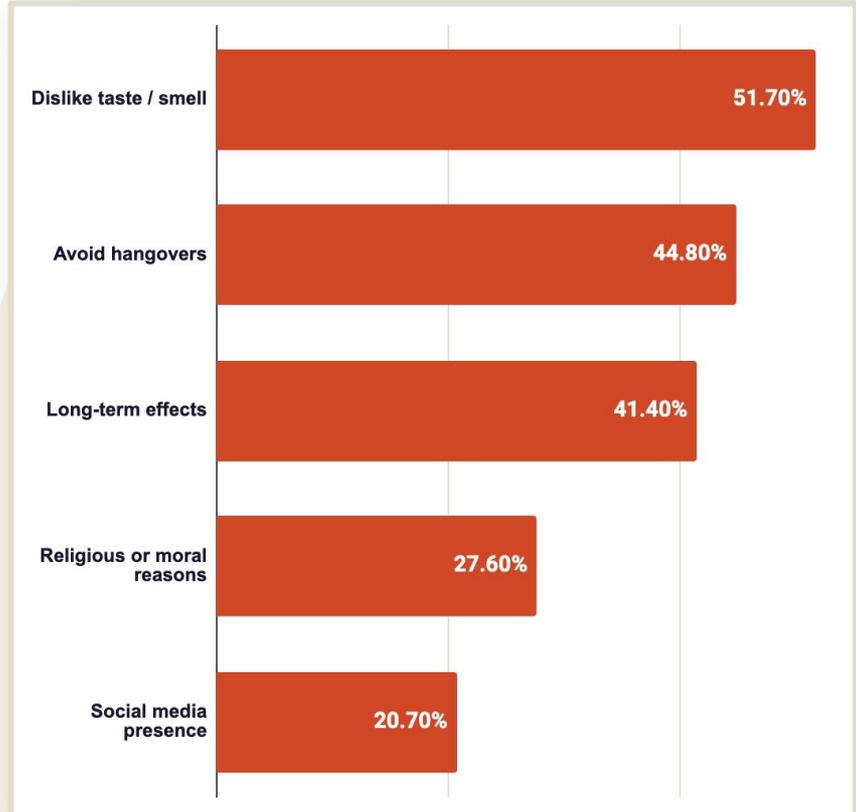
**44.8%** 🤕

It's not worth the hangover

**41.4%** ❤️

It could have negative long-term effects

Gen Z's Reasons for Abstaining from Alcohol



**Gen Z's top reasons for  
taking a break from drinking:**



**57.9%**

**to improve  
health & wellness**



**52.6%**

**to save  
money**



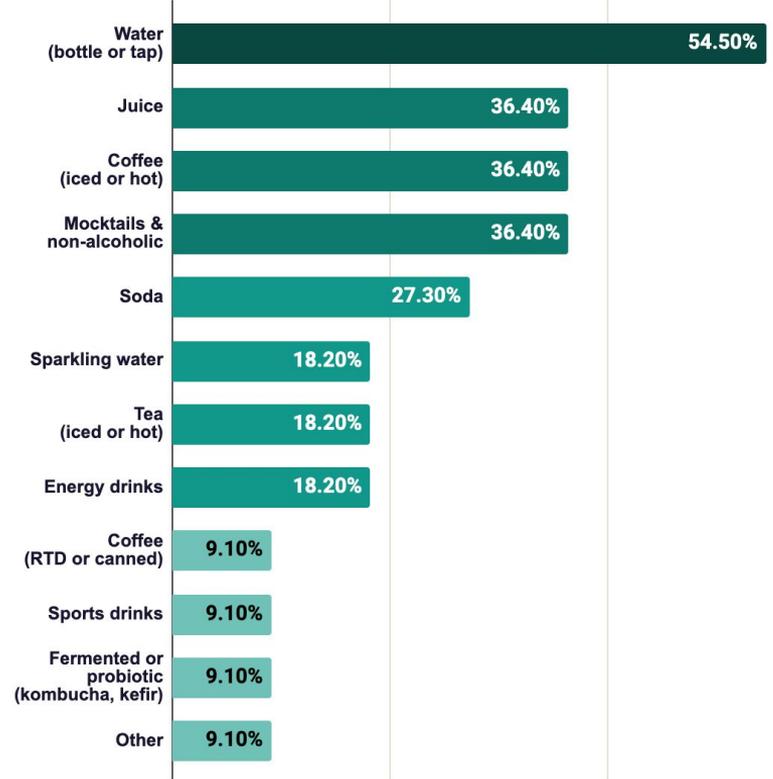
**42.1%**

**to cut back on  
overall consumption**

# So what do they opt in for instead?



## Gen Z's Alcohol Alternative Preferences



# Today's Panel



## Gregg L. Witt

**Cultural Marketing Strategist &  
Best-Selling Author**

Gregg helps co-create brands, products, and experiences that impact change and drive business results.

Recent clients include Atlantis Resorts, Constellation Brands, YouTube, Unilever, and The Walt Disney Company.



## Beckie Sommo

**VP of Strategy  
at Taylor Strategy**

Beckie is a strategist deeply connected to today's cultural landscape, who has helped craft digital, social and PR strategies for the likes of Guinness, Smirnoff, Seagram's 7, Captain Morgan, Thompson Hotels, Van Heusen, Beneful, Purina, & Dreyer's/Edy's.





# How can Knit help



## Product Strategy

- Category Strategy
- Flavor Profiling
- Packaging Design



## Marketing Strategy

- Brand Positioning
- Channel Strategy
- Concept Testing



Let's set some time  
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