Veylinx used its unique behavioral methodology to measure demand for non-alcoholic canned cocktails (two benchmarks and four variations). The research was conducted in October 2022 among U.S. consumers aged 21 and older.
RESEARCH OBJECTIVES

1. Assess the willingness to pay for non-alcoholic cocktails
2. Identify the concepts that drive the most demand
3. Understand the target group and its characteristics
4. Measure the impact of attitudes & consumption patterns on demand
CBD and Mood Boost performed best among the non-alcoholic canned cocktails tested. Natural Detox and Zero-Calorie lagged behind.

Demographics and drinking habits impact demand: 21-35 year olds, light drinkers and people who are trying to drink less show greater demand.

Delivering better taste and providing a chance to try before purchase are the keys to attracting more consumers to the category.
RESEARCH DESIGN

Study participants placed bids with their own money on six products in a randomized sequential auction. The auction featured a fictional cocktail brand in order to control for existing brand preferences. After bidding, participants completed a short questionnaire to understand their habits and attitudes.
SAMPLE COMPOSITION

AGE
- <65: 12%
- 21-25: 14%
- 26-35: 22%
- 36-45: 23%
- 46-55: 17%
- 56-65: 12%

GENDER
- Male: 48%
- Female: 52%

CONSUME ALCOHOL?
- Yes: 69%
- No: 31%

N = 418
USA
RESULTS
CBD RISES TO THE TOP

Uplift in demand for each version versus the non-alcoholic benchmark

Based on participants placing a bid of $12 or more for a product.
SOBER CURIOUS?
More than half of consumers are trying to drink less, and three-quarters have stopped drinking for a month in the past.

- Trying to reduce alcohol consumption: Yes 54%, No 46%
- Have abstained for a month or more: Yes 77%, No 33%
- Have participated in Dry January: No 66%, Yes 34%
PURCHASE INTEREST BY DRINKING HABITS

- Temporarily gave up alcohol in the past: 46%
- Trying to reduce alcohol consumption: 42%
- Everyone: 36%
- Non-drinkers: 32%

Percentage of participants placing a positive bid on non-alcoholic canned cocktails.
Drink 5+ times per week

Trying to reduce alcohol consumption

Demand at $12 for 4-pack of non-alcoholic cocktails

Preferred variation of non-alcoholic canned cocktails

21-35 y/o

36+ y/o

55%

41%

46%

30%

19%

13%

CBD

Mood Boost
WHAT WOULD CONVINCE CONSUMERS TO BUY NON-ALCOHOLIC COCKTAILS?

- **17%** Better Taste
- **21%** Ability to try before I buy
- **16%** More health benefits
- **8%** More Choice
- **12%** Better price
- **7%** Greater Availability
- **6%** Added mood enhancers
WHAT DO CONSUMERS MISS MOST WHEN DRINKING NON-ALCOHOLIC COCKTAILS?

- 28% Enhanced Sociability
- 30% Variety of Choices
- 39% The Flavor
- 43% Mood-Enhancing Effects
This summary report represents an excerpt of the full research results. For additional findings or more information about the study, please contact info@veylinx.com

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Veylinx is the most realistic behavioral insights platform for confidently answering critical business questions during all stages of product innovation.

To reliably predict demand, Veylinx captures insights through a Nobel Prize-winning approach in which consumers have real skin in the game. This is a major advance from traditional market research practices that rely on what consumers say they would hypothetically buy.

Veylinx’s unique research methodology is trusted by the world’s most innovative consumer goods companies, including Unilever, PepsiCo, Nestlé, General Mills, Reckitt and Kimberly-Clark.

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