

**veylinx**

# DRINKING OUTSIDE THE BOX

THE RISE OF NON-  
ALCOHOLIC CANNED  
COCKTAILS IN THE U.S.



NOVEMBER 2022

# ABOUT THE STUDY

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.



ALCOHOLIC  
BENCHMARK



NON-ALCOHOLIC  
BENCHMARK



NON-ALCOHOLIC  
CBD



NON-ALCOHOLIC  
ZERO-CALORIE



NON-ALCOHOLIC  
NATURAL DETOX



NON-ALCOHOLIC  
MOOD BOOST



# RESEARCH OBJECTIVES

Assess the willingness to pay for non-alcoholic cocktails

Identify the concepts that drive the most demand

Understand the target group and its characteristics

Measure the impact of attitudes & consumption patterns on demand



# KEY FINDINGS

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.

The screenshot shows an auction interface for ELIXR Alcohol-Free Cocktail CBD Edition. At the top left is the ELIXR logo. The product name is "ELIXR Alcohol-Free Cocktail CBD Edition". Below the name is a descriptive paragraph: "The ELIXR alcohol-free cocktail is batch-crafted from local botanicals and alpine spring water. Ruby-hued and lightly sparkling, our award-winning creation charms your senses with a warming blend of hibiscus and wild blackberry, richly swirled with autumnal whispers of clove, cinnamon and vanilla oak." Below the text is an image of a 4-pack of 12oz cans. A red circular badge on the left of the image says "4-Pack 12oz cans". Below the image is a line of text: "Blended with 25mg of hemp-derived CBD to **balance your mind** and **soothe your spirit** — without a hangover." Below this is a note: "Note that you're bidding on a 4-pack of 12 oz. cans (two servings per can)". At the bottom, there is a bid input field showing "\$0.00" and a blue "Place bid" button. A "Leave auction" link is at the very bottom.

What would be the main reasons for you NOT to buy non-alcoholic beverages? Please select all that apply.

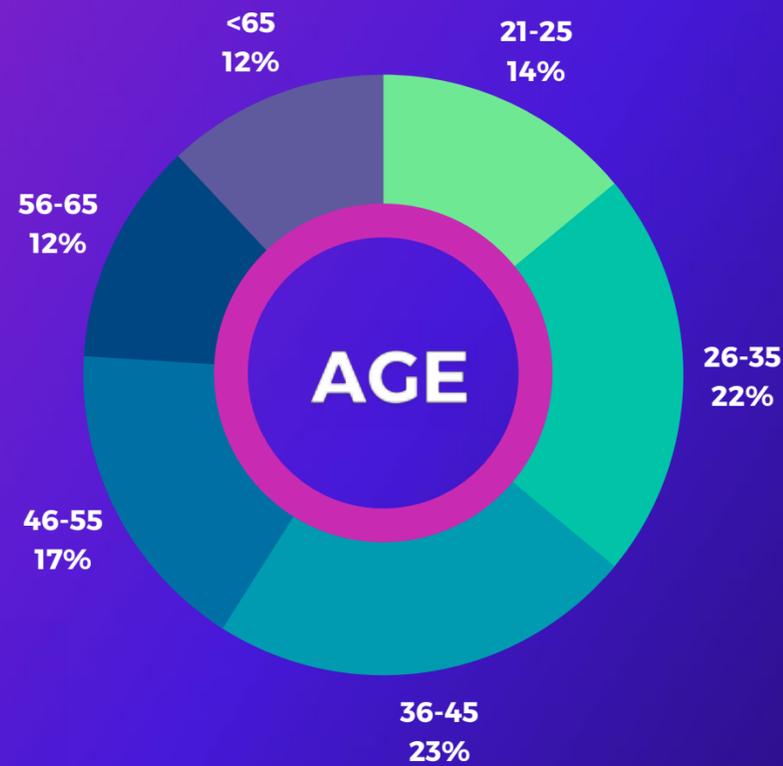
Limited availability

Limited variety

Flavor

Other

# SAMPLE COMPOSITION



# RESULTS



# CBD RISES TO THE TOP

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

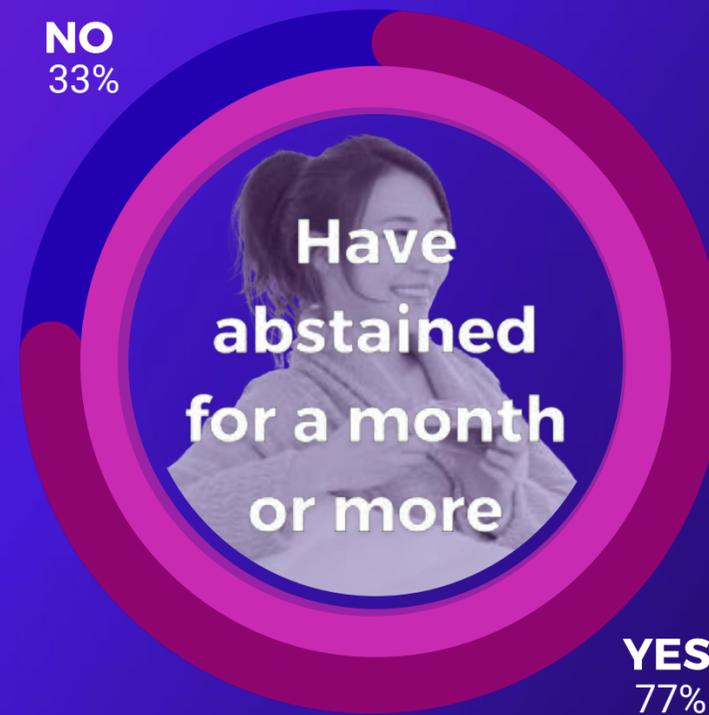


*Based on participants placing a bid of \$12 or more for a product.*



# SOBER CURIOUS?

More than half of consumers are trying to drink less, and three-quarters have stopped drinking for a month in the past



# PURCHASE INTEREST BY DRINKING HABITS



Temporarily gave up alcohol in the past



Trying to reduce alcohol consumption



Everyone



Non-drinkers

# DRINKING HABITS BY AGE

Drink 5+ times per week

21-35 y/o  
55%

36+ y/o  
41%



Trying to reduce alcohol consumption

21-35 y/o  
46%

36+ y/o  
30%



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

21-35 y/o  
19%

36+ y/o  
13%



Preferred variation of non-alcoholic canned cocktails

21-35 y/o  
CBD

36+ y/o  
Mood Boost



# WHAT WOULD CONVINC CONSUMERS TO BUY NON-ALCOHOLIC COCKTAILS?

8%  
More  
Choice

17%  
Better Taste

16%  
More health  
benefits

7%  
Greater  
Availability

6%  
Added mood  
enhancers

12%  
Better price

21%  
Ability to try  
before I buy



# WHAT DO CONSUMERS MISS MOST WHEN DRINKING NON-ALCOHOLIC COCKTAILS?

28%  
Enhanced  
Sociability

30%  
Variety of  
Choices

39%  
The Flavor

43%  
Mood-  
Enhancing  
Effects



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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](mailto:info@veylinx.com)

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Press inquiries:  
Rachel McAllister  
[rachel@rachelmcallister.com](mailto:rachel@rachelmcallister.com)  
+1 661-917-7419

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

[www.veylinx.com](http://www.veylinx.com)

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.