

Tom Holland is the latest A-list celebrity to launch a nonalcoholic beverage brand

Article

The news: Tom Holland's [nonalcoholic beer](#) brand, **Bero**, is featured on endcaps in roughly 1,400 Target locations, per CNN.

- Target is familiar with the nonalcoholic beverage market, having partnered with **Sèchey** to offer an assortment of alcohol alternatives since 2023.
- Adding a celebrity brand brings fresh appeal to the category and could entice more consumers to try the beverages.

The context: The move, which comes amid a push by Target to [broaden its assortment](#), is the latest example of nonalcoholic beverages' growing prominence.

- Nonalcoholic beer, wine, and spirits sales grew 28% between June 2023 and May 2024, per 84.51°, a retail data company under The Kroger Co.
- Younger consumers play a significant role in that growth, as [only 62% of US adults under 35 drink](#), down from 72% two decades ago, per Gallup Poll.
- [The trend](#) is likely to gain momentum after US Surgeon General **Vivek Murthy** issued an advisory recommending that alcoholic beverages include warnings about their links to cancer.

Our take: Holland is following a proven model in working with large chains to broaden the reach of his brand; a slew of celebrities, including A-listers **George Clooney**, **Eva Longoria**, and **Ryan Reynolds**, found success developing spirits brands.

He is positioned to follow suit given the growing interest in the space.

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