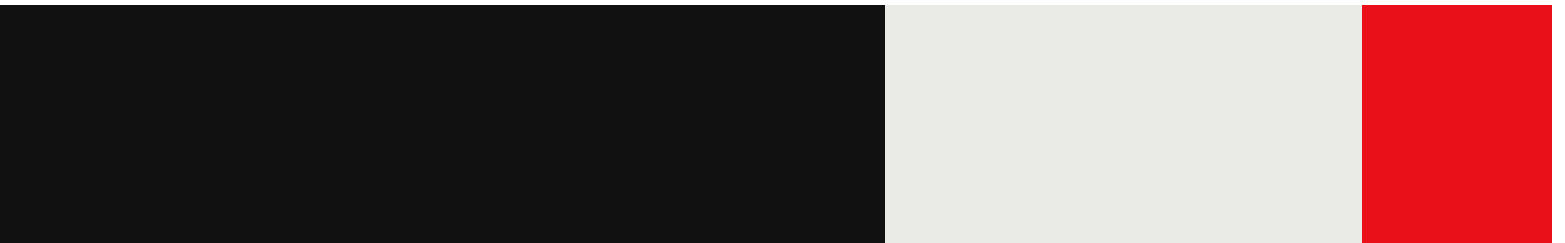


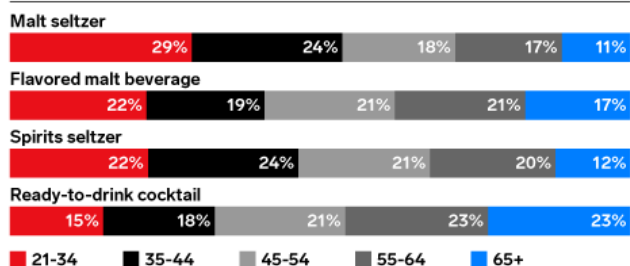
Young adults prefer malt seltzers to cocktails

Article



Alcohol Retail Sales Share Among US Households, by Head of Household's Age, 52 Weeks Ending Nov 5, 2023

% of households in each group



Note: based on Circana's OmniConsumer Scan Panel; includes all retail outlets; ready-to-drink cocktails are defined as premixed cocktail items 500 mL or less and exclude spirits-based seltzers
Source: Circana, "State of the CPG Beverage Alcohol Industry," March 20, 2024

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Key stat: US households with heads of households aged 21 to 34 are the biggest malt seltzer drinkers, according to March 2024 data from Circana. The same demographic is also the least likely to purchase ready-to-drink cocktails.

Beyond the chart:

- Ready-to-drink (RTD) cocktails and hard seltzers are popular across generations and ranges of household income, thanks to their convenience, the same report found.
- Gen Zers over the age of 21 are driving greater interest in beverages with innovative flavors, packaging, and product formats.
- The RTD category is worth more than \$10 billion in the US, according to an August 2023 report by Nielsen IQ.

Use this chart:

- Understand drinking preferences across age groups.
- Demonstrate young adults' consumption habits.

More like this:

- [Why alcoholic beverage brands need to pay attention to Gen Z's shifting consumption patterns](#)
- [How Gen Z shopping behaviors can influence retail media](#)

- How brands can grow digital grocery sales in 5 charts
- How retailers can use discount, dollar store strategies to protect their grocery share