

A View Into the State of Beverages in 2025

In its inaugural trend report, Keurig Dr Pepper decodes what Americans are sipping and why. Here's a snapshot of the key insights and trends uncovered.

Go-to essentials hold strong:

#1 Coffee is the #1 beverage Americans can't live without

58% of Americans say carbonated soft drinks are more refreshing than other beverages



Thirst for new flavors:

44% of Americans try new beverages at least monthly

59% rate 'new flavors' as the winning attribute that motivates new beverage trial



Self-expression through sips:

75% of Gen Z customize their beverages

More than HALF of Gen Z choose beverages to "stand out"



The wellness wave is rising:

82% of Americans say their favorite beverages restore their mental health

58% of consumers now prefer non-alcoholic beverages when hanging with friends



Gen Z vs. the Rest



Beverage curiosity



72% of Gen Z try a new beverage monthly

vs.

44% of Americans

Craving cold



53% of Gen Z drink cold coffee, higher than any other generation

Sober curious



60% of Gen Z (21+) are interested in exploring non- or low-alcohol beverage options

vs.

42% of Americans are interested in the same

Social media savvy

74% of Gen Z are turning to social media to learn about beverage trends



Customization culture



75% of Gen Z customize their beverages

vs.

65% of Americans do the same



The Wellness Wave: What Americans Want From Their Beverages

Today's beverages are expected to do more. Consumers are increasingly seeking options that boost wellness, deliver functional benefits and align with a more mindful approach to sugar and alcohol.



Mental well-being support:



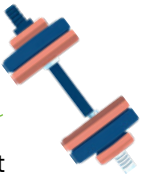
82% of Americans say drinking their favorite beverages helps restore their mental health



Physical benefits:

66% seek out beverages that improve their physical health

59% look for beverages that help them meet daily essential nutrient needs



More function:

59% are interested in trying beverages with added protein

More than HALF want to try carbonated sodas with probiotics, prebiotics, or fiber



Enhanced hydration:

42% of Gen Z are more likely to add electrolytes to their water vs. 11% of Boomers+

60% of Americans are interested in trying flavored water with antioxidants and vitamins



Leaning into low:

Low sugar is the #1 better-for-you attribute all generations seek when choosing a beverage

60% of Gen Z (21+) are interested in exploring non- or low-alcohol beverage options



Data shown is based on national surveys of U.S. adults age 18+. For more information, see the Keurig Dr Pepper State of Beverages 2025 Trend Report [here](#).

Sips Shaping The Shelf

While some beverage essentials remain mainstays among Americans, younger generations are craving bold varieties, real function and personal expression. Here are a few examples of how Keurig Dr Pepper's portfolio is meeting beverages trends shaping the shelf in 2025.



Coffee remains essential

62% say "my day doesn't start until I've had a cup of coffee"



Carbonated soft drinks are nostalgic treats

1# beverage that evokes "happy memories"



The flavor hunt is on

59% try new beverages to check out new flavors



Hydration is getting upgraded

42% of Gen Z are adding electrolytes to water



Gen Z drinks to be seen

51% of Gen Z choose beverages to "stand out" and like to learn trends on social media



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