

How Younger Generations Are Shaping Drink Culture



01

Liquid Identity

58%

of Gen A/Z say what they drink reflects who they are

2X

Gen A/Z are more likely to choose brands that signal identity



02

Intentional Sipping

Gen A/Z are

58%

more likely than Millennials+ to choose drinks based on mood or occasion

63%

of Gen A/Z want beverages that entertain or inspire



03

Rotation Reigns

Gen A/Z rotate across

6

beverage categories weekly vs. 5 for Millennials+

74%

of Gen A/Z coffee occasions are flavored – more than 2x Millennials+ at 32%



04

Redefining Wellness

Gen A/Z are

60%

more likely to have consumed enhanced water (with electrolytes, minerals and/or vitamins) in the past day vs. Millennials+

71%

seek function-forward beverages



05

Digital Discovery

63%

of Gen A/Z drink choices are influenced by social feeds and friends

51%

of Gen A/Z are more likely to buy from beverage brands that personalize experiences (vs. 29% Millennials+)