COLLAGE

# Millennials on Tap:
## Trends, Behaviors & Brand Opportunities

Alcoholic Beverages

Summer 2025



# Collage Category Essentials Survey 2025

Fielded January 2025 | 21-79 unweighted survey sample breakdown, n=4,050

| Race/Ethnicity | |
|---|---|
| Hispanic | 1,447 |
| Black | 777 |
| Asian | 641 |
| White | 1,153 |

| Gender | |
|---|---|
| Woman | 2,032 |
| Man | 1,988 |
| Non-binary / other | 30 |

| Generation | |
|---|---|
| Gen Z | 636 |
| Millennial | 1,238 |
| Gen X | 1,083 |
| Boomer | 1,093 |

| Hispanic Identity | |
|---|---|
| U.S. Leaning (Acculturated) | 441 |
| Bicultural | 623 |
| Heritage Leaning (Unacculturated) | 383 |

| LGBTQ+ | |
|---|---|
| LGBTQ+ | 433 |
| Non-LGBTQ+ | 3617 |

NOTE: Data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Acculturation, Age, Gender, and Sexuality.

# The Big Picture

Millennial alcohol consumption has evolved from social partying to a more thoughtful, balanced approach



### Aging Millennials are still highly engaged alcohol consumers

Millennials' drinking still leads in both volume and variety. While parenthood and (gasp!) middle age have crept in, occasions like brunch and backyard watch parties (hint: during the day) show Millennials still crave quality, convenience, and connection through drinking.

### Moderation—not elimination—is the new norm

1 in 3 Millennials participate in Dry January and 76% continue to choose no- and low-alcohol options well beyond the month. This marks a clear call for brands to innovate with elevated, wellness-forward offerings that don't require sacrificing social rituals.

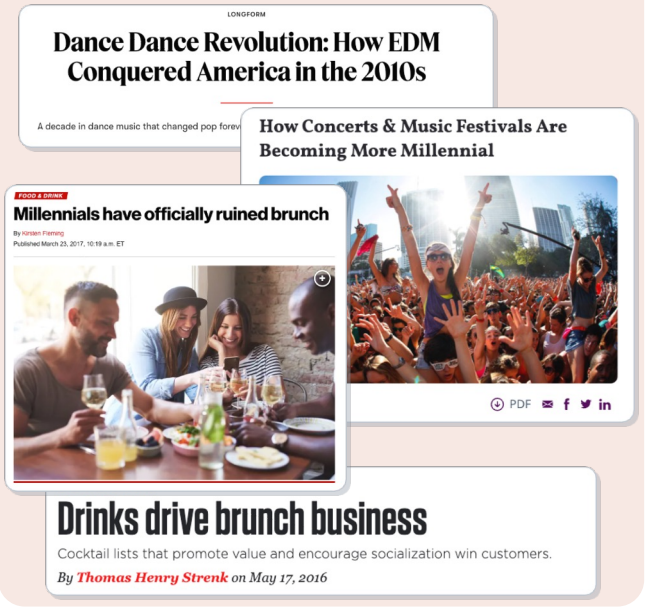


Collage CONFIDENTIAL

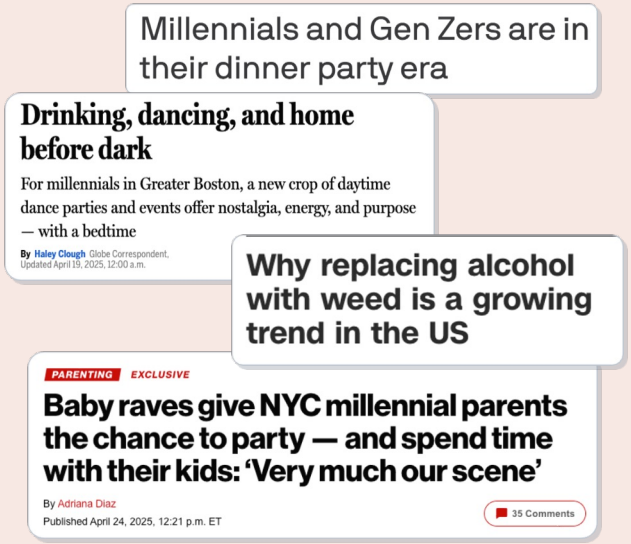
# Once known for their vibrant party culture, Millennials are now balancing fun with their growing responsibilities

Millennials largely drove the popularity of nightlife, clubbing, music festivals, bottomless brunch, and more in the 2010s, but now many are taking a tamer approach to drinking culture as they grow their careers and families.

## THEN
Late nights & loud clubs




## NOW
Moderation & mocktails




Source: pitchfork.com/features/article/2010s-reverberations-of-edm-skrillex-zedd/
restaurantbusinessonline.com/beverage/drinks-drive-brunch-business
nypost.com/2025/04/24/lifestyle/baby-raves-are-here-for-nyc-millennial-parents-who-arent-ready-to-give-up-partying/
bostonglobe.com/2025/04/19/arts/drinking-dancing-home-before-dark/
cnn.com/2024/05/30/health/marijuana-versus-alcohol-wellness

# And the narrative around alcohol has shifted from fascination to fretful

## Enthusiasm for drinking has declined




VICE

**How Alcohol Lost Its Cool**

A third of pub visits are now alcohol-free, but drinking has been losing its cred in pop culture for a while now.

September 1, 2022, 5:47am

GALLUP

WELLBEING AUGUST 17, 2023

More Americans View Moderate Drinking as Unhealthy

World Health Organization

**No level of alcohol consumption is safe for our health**

4 January 2023 | News release | Reading time: 3 min (759 words)

## Sober-curiosity is on the rise

The New York Times

Dry for January? New Bars Cater to the 'Sober Curious.'

A former barfly samples alcohol-free bars and mocktail pop-ups in New York City.

**'Sober October' is here. With more non-alcoholic options, it's easy to observe. Here's how.**



Mike Snider
USA TODAY

Published 11:32 a.m. ET Oct. 2, 2023

NEW YORK POST

**'Damp lifestyle' is the newest drinking trend on TikTok**

By Brooke Steinberg

Published Nov. 17, 2022 | Updated Nov. 17, 2022, 1:53 p.m. ET

Source: TikTok, @splantzz



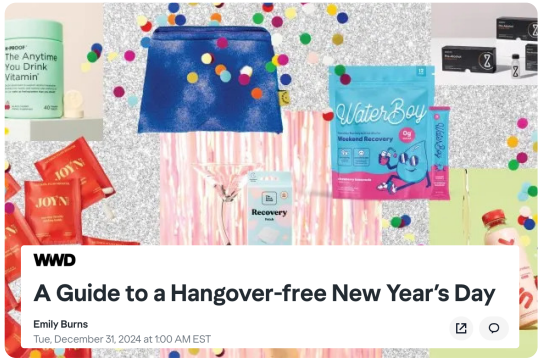
Collage CONFIDENTIAL

# Consumers are integrating hydration and recovery solutions into their drinking routines, signaling a shift toward more intentional, mindful alcohol consumption




"With this drinking moderation technique, the drinker alternates between alcoholic and non-alcoholic beverages throughout a social occasion or night out." [1]



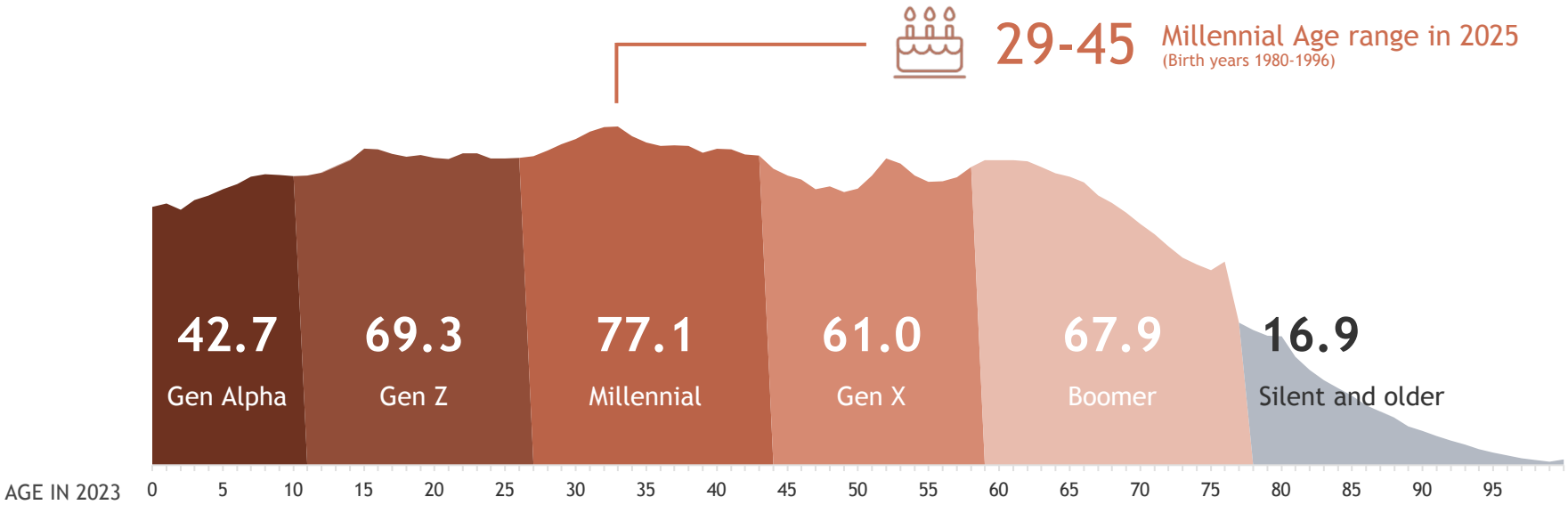

Sources: [1] forbes.com, nytimes.com, .yahoo.com .yahoo.com



Collage CONFIDENTIAL

# Millennials are currently the largest generation, all of legal drinking age

*Total U.S. population by generation (2023), in millions*



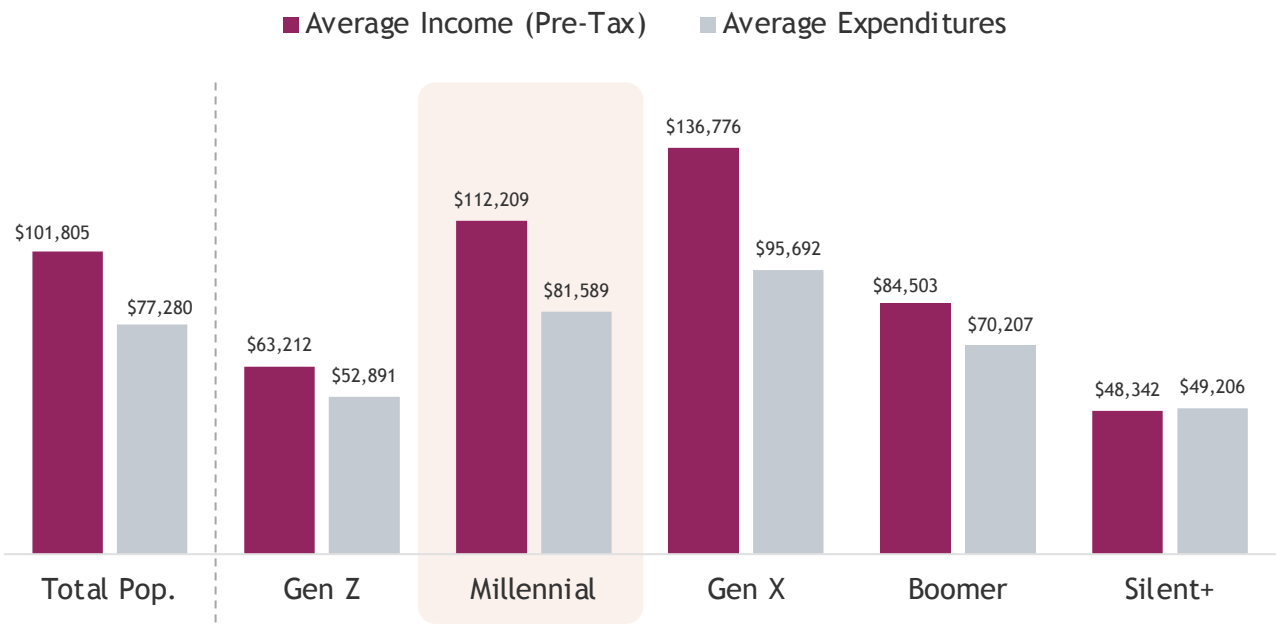

Source: U.S. Census Bureau, Population Division, Release Date: June 2024; Annual Estimates of the Resident Population by Single Year of Age, Population Estimate as of July 1, 2023. "National Population by Characteristics: 2020-2024", December 2024.



Collage CONFIDENTIAL

# As many Millennials navigate both parenthood and demanding careers, their spending power continues to grow

Average annual income (pre-tax) and expenditures, by generation (2023)




Average **expenditures** for all consumer units **increased 5.9%** from 2022.[1]

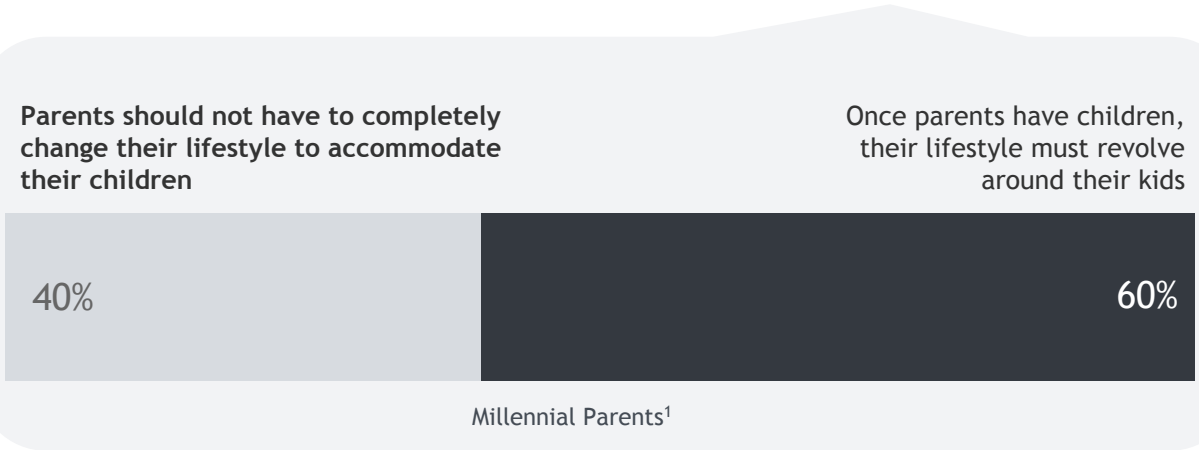
Source: U.S. Bureau of Labor Statistics, Consumer Expenditure Surveys Demographic Tables: Generation of Reference Person (2023)
[1] U.S. Bureau of Labor Statistics News Release, Consumer Expenditures 2023, September 25, 2024.


COLLAGE GROUP CONFIDENTIAL

# While nearly half of Millennials are parents, many want to prioritize maintaining their identity outside of being a parent

~37MM Millennials are Parents of kids under 18[2]

*(Close to half of the generation are parents)*




This insight indicates an emerging trend in younger parents' desire to maintain their own individual identity and interests outside of being a parent and integrate their personal passions seamlessly with family life.

Source: [1] Collage, Parents & Kids Survey, 2022
Forced choice
Significance test: Confidence level 95%. ▲▼ over/under Total
[2] U.S. Census Bureau, Current Population Survey, 2023 Annual Social and Economic Supplement. "America's Families and Living Arrangements: 2023", November 2023.

# And many Millennials are “child-free by choice”—embracing a parentless identity and lifestyle unseen in generations prior

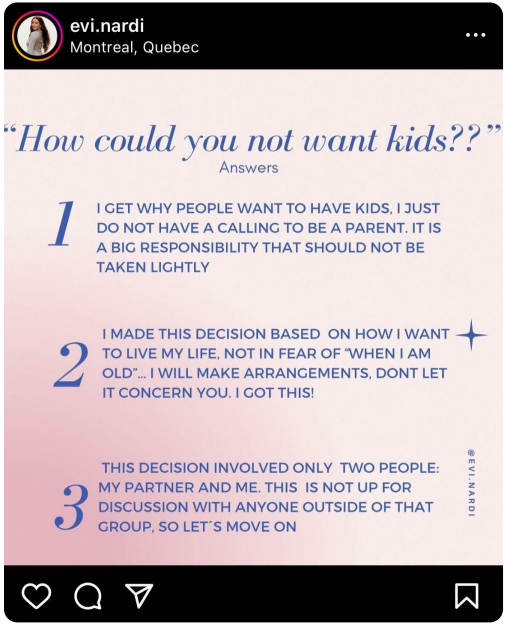
**The sweet, sweet life of America's DINKs**

Couples with two incomes and no kids are living it up like never before

**Why Some Women Are Proudly Choosing A Child-Free Life**

It can be liberating, yet stigmas persist. Here, how to cut through the noise with clarity and confidence to make the decision that’s right for “you.”

**No kids, no problem—millennials break from tradition and embrace being child-free**




@childfreebff

Source: Fortune, Women’s Health , Business Insider, Instagram @childfreebff



Collage CONFIDENTIAL

# In general, Millennials are a particularly festive generation that likes to seek out—and create—ways to connect and have fun

This is largely driven by their Connection-Seeking Group Trait

80% ▲

of Millennials are

**Festive**

and like to make sure other people are having fun and enjoying themselves.

Compared to 77% of Total Pop.

MILLENNIAL GROUP TRAIT

## CONNECTION-SEEKING



Millennials are social butterflies, a generation shaped by coming of age in the internet era of self-expression & community.

Source: Collage Cultural Traits Study December 2024, 21-78 population, weighted data, ,% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total Pop.



1 General Behaviors

2 Dry January

3 Atmospheres & Occasions

1

# General Behaviors



# Overall, Millennials drink beer, wine, and malt beverages most often

How often, if at all, did you drink the following alcoholic beverages (either on their own or as part of a mixed drink) in the past 12 months? % 2 to 4 times a month or more

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 46% | 40% ▼ | 52% ▲ | 50% ▲ | 38% ▼ |
| Wine | 38% | 42% | 43% ▲ | 37% | 33% ▼ |
| Flavored Malt Beverages (e.g., Smirnoff Ice, Twisted Tea, Mike's Hard, etc.) | 31% | 40% ▲ | 46% ▲ | 30% | 13% ▼ |
| Hard Seltzer (e.g., White Claw, Truly, Bon & Viv, etc.) | 24% | 35% ▲ | 37% ▲ | 22% ▼ | 9% ▼ |
| Sparkling Wine (e.g., Champagne, Prosecco, etc.) | 20% | 26% ▲ | 29% ▲ | 18% ▼ | 11% ▼ |
| Hard Cider | 18% | 30% ▲ | 27% ▲ | 16% | 6% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Single select grid % 2 to 4 times a month or more: 4 or more times a week, 2 to 3 times a week, 2 to 4 times a month

# For liquors and spirits, Millennials enjoy whiskey, vodka, tequila, and canned cocktails most frequently

How often, if at all, did you drink the following beverages (either on its own or as part of a mixed drink) in the past 12 months? % 2 to 4 times a month or more

▲ ▼ Significantly over/under Total Population. Confidence level 95%

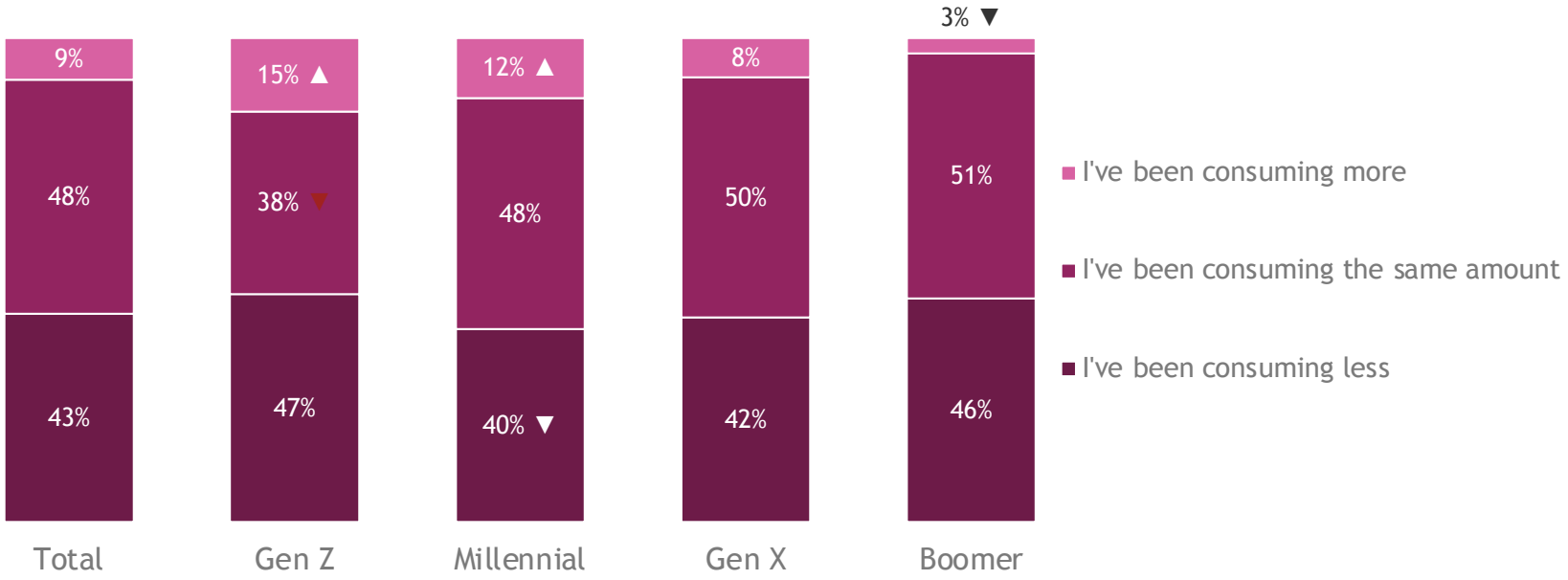
| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Whiskey (includes Scotch, Bourbon, Rye) | 26% | 27% | 35% ▲ | 23% ▼ | 18% ▼ |
| Vodka (unflavored) | 25% | 32% ▲ | 35% ▲ | 23% ▼ | 14% ▼ |
| Tequila | 24% | 34% ▲ | 34% ▲ | 20% ▼ | 12% ▼ |
| Liqueurs (e.g., amaretto, Irish cream, triple sec, coffee liqueur, digestifs, aperitifs, etc.) | 22% | 29% ▲ | 30% ▲ | 19% ▼ | 13% ▼ |
| Canned cocktails and pre-mixed cocktails | 21% | 30% ▲ | 34% ▲ | 18% ▼ | 9% ▼ |
| Rum | 21% | 26% ▲ | 30% ▲ | 20% | 12% ▼ |
| Vodka (flavored) | 21% | 33% ▲ | 33% ▲ | 18% ▼ | 8% ▼ |
| Whiskey (flavored) | 21% | 25% ▲ | 32% ▲ | 17% ▼ | 10% ▼ |
| Gin | 15% | 24% ▲ | 23% ▲ | 12% ▼ | 7% ▼ |
| Brandy | 15% | 20% ▲ | 24% ▲ | 14% | 6% ▼ |
| Cognac | 14% | 20% ▲ | 23% ▲ | 13% | 4% ▼ |
| Mezcal | 11% | 17% ▲ | 18% ▲ | 8% ▼ | 4% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Single select grid % 2 to 4 times a month or more: 4 or more times a week, 2 to 3 times a week, 2 to 4 times a month

# Millennials are most likely to be drinking the same or more in recent months

How has your consumption of alcohol changed over the past 3 months, if at all?

▲▼ Significantly over/under Total Population. Confidence level 95%

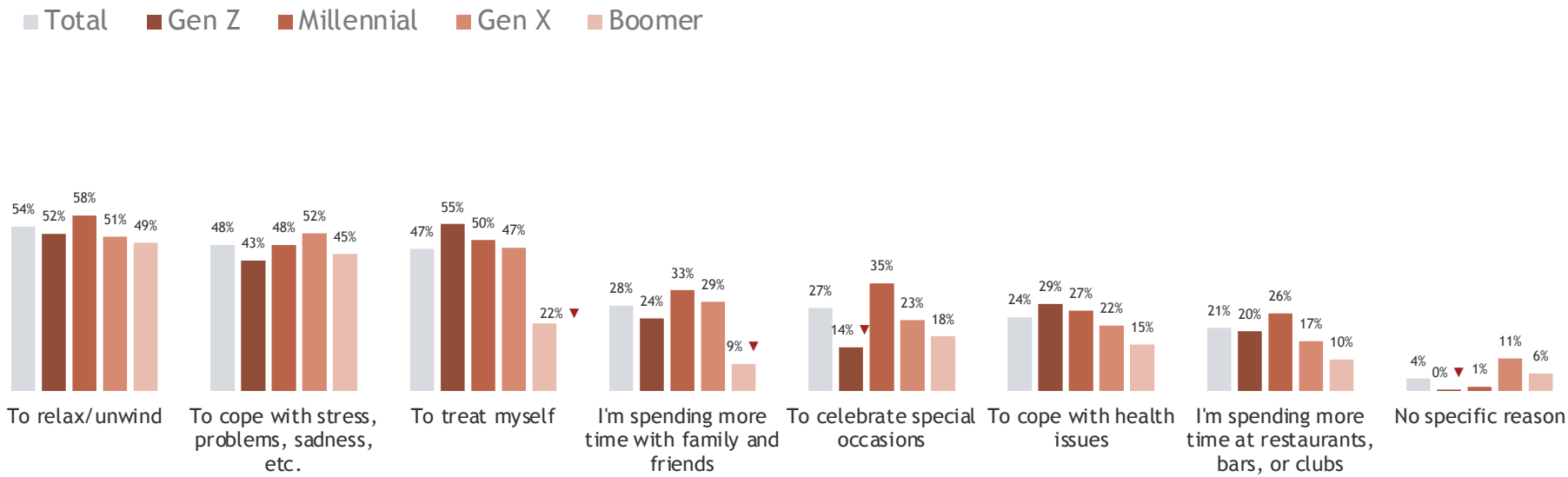



Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Single select

# Millennials who are drinking more do so primarily to relax, manage stress, and treat themselves

Why have you been consuming more alcohol?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who have been drinking more), weighted data
Multiselect

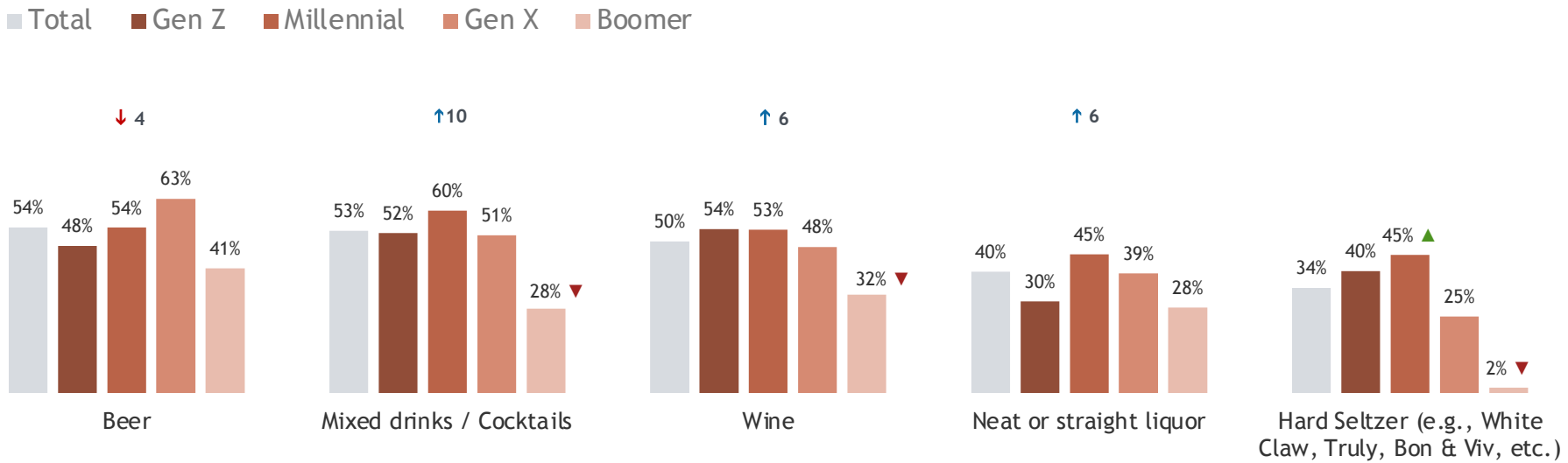


Collage CONFIDENTIAL

# Millennials who are drinking more most commonly reach for cocktails, beer, and wine

Which of the following types of alcoholic beverages have you been drinking more of?

▲ ▼ Significantly over/under Total Population. Confidence level 95%



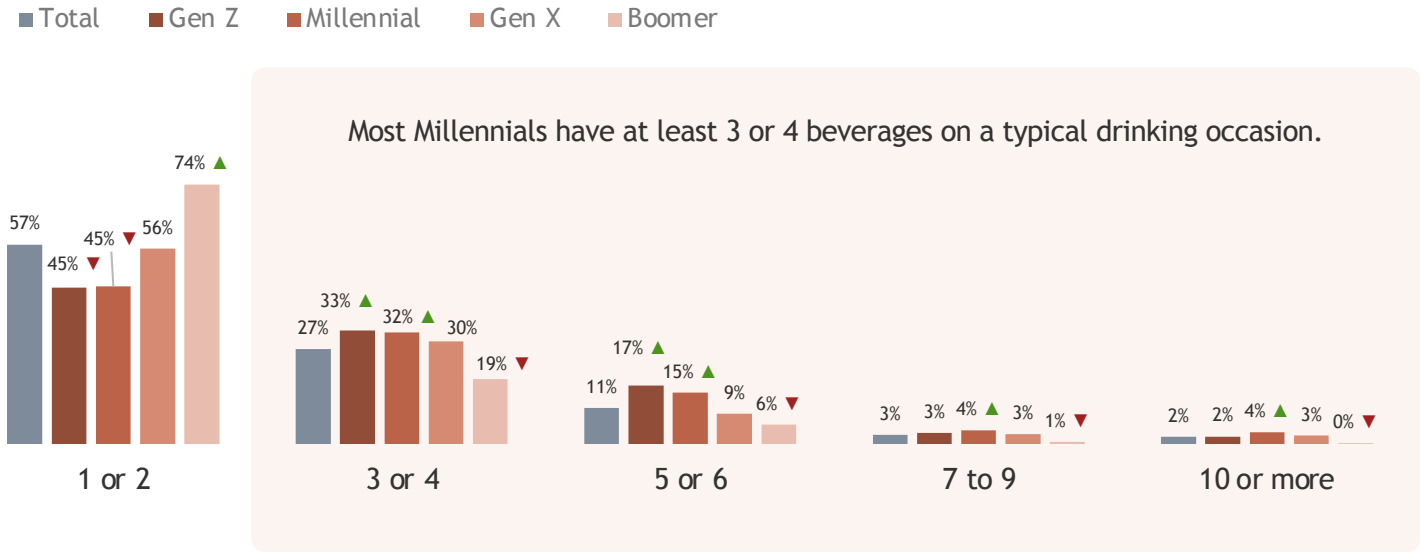

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who have been drinking more), weighted data
Multiselect

↑↓ Millennial Change from June 2024 (percentage points)

# Millennials tend to drink more heavily on average than other generations

How many drinks containing alcohol do you have on a typical day when you are drinking?

▲▼ Significantly over/under Total Population. Confidence level 95%





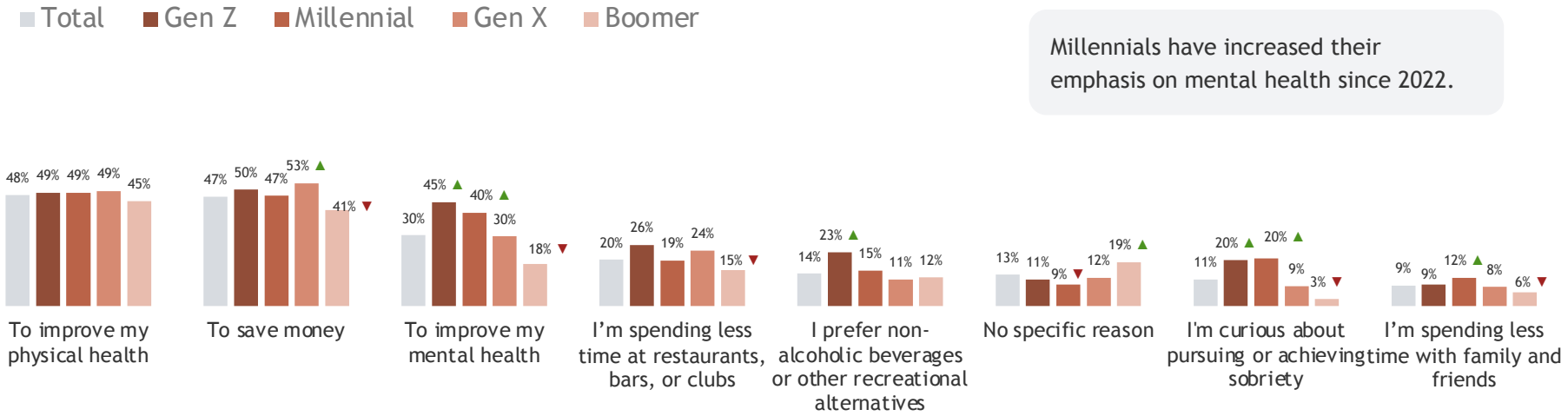


Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Single select
TikTok @cristinasiss

# For Millennials cutting back on alcohol, physical or mental health and saving money are the main motivators

Why have you been consuming less alcohol?

▲▼ Significantly over/under Total Population. Confidence level 95%




Millennials have increased their emphasis on mental health since 2022.

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who have been drinking less), weighted data
Multiselect



Collage CONFIDENTIAL

# Most Millennials aware of the recent health advisory on alcohol plan to cut back or stop drinking

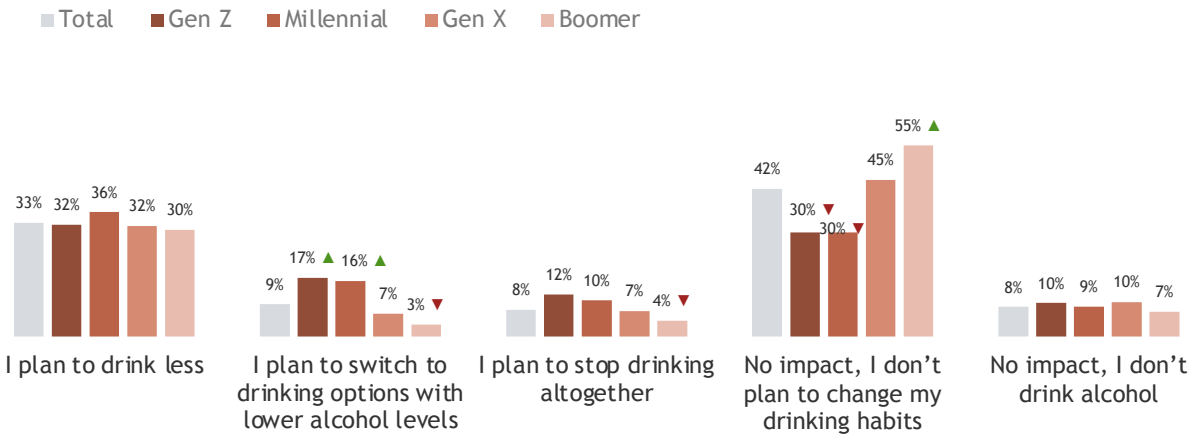
## The report directly linked alcohol to cancer

**42%**

of Millennials are aware of the recent official health advisory on alcohol by the U.S. Surgeon General

| GEN Z | GEN X | BOOMER |
|---|---|---|
| 31%▼ | 39% | 47%▲ |

How, if at all, does the health advisory on alcohol impact your personal alcohol consumption?[2]




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol consumers), weighted data
Single select [2] only those aware of health advisory on alcohol
Significance test: Confidence level 95%. ▲▼ over/under Total
hhs.gov


Collage CONFIDENTIAL

# Millennials are best reached on streaming and social media platforms as well as online shopping platforms

In which of the following places do you feel it's best for alcohol beverage brands to reach you with their advertising, commercials, or other brand communications and content?

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| In stores | 38% | 28% | 35% ▼ | 42% | 42% ▲ |
| Streaming TV | 31% | 32% | 38% ▲ | 34% | 21% ▼ |
| Social media platforms | 28% | 36% | 37% ▲ | 30% | 15% ▼ |
| Non-streaming TV (including cable, broadcast over-the-air, and satellite service) | 20% | 14% | 18% | 21% | 22% ▲ |
| Online shopping websites (e.g., Amazon, Walmart) | 18% | 19% | 22% ▲ | 17% | 14% ▼ |
| On billboards | 17% | 14% | 16% | 19% | 17% |
| Online shopping apps on my smartphone | 14% | 19% | 20% ▲ | 12% | 8% ▼ |
| AM/FM radio stations | 14% | 8% | 12% | 18% ▲ | 14% |
| Search engine results | 11% | 9% | 14% ▲ | 12% | 9% ▼ |
| Streaming music | 11% | 16% | 17% ▲ | 11% | 4% ▼ |
| Print versions of magazines and newspapers | 11% | 7% | 9% ▼ | 8% ▼ | 17% ▲ |
| Emails | 11% | 11% | 11% | 12% | 10% |
| Text messages | 8% | 9% | 11% ▲ | 9% | 4% ▼ |
| Podcasts | 8% | 9% | 12% ▲ | 6% ▼ | 4% ▼ |
| Digital versions of magazines and newspapers | 7% | 7% | 9% | 7% | 5% |
| News websites | 6% | 5% | 7% | 6% | 5% |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Multiselect, max. 5

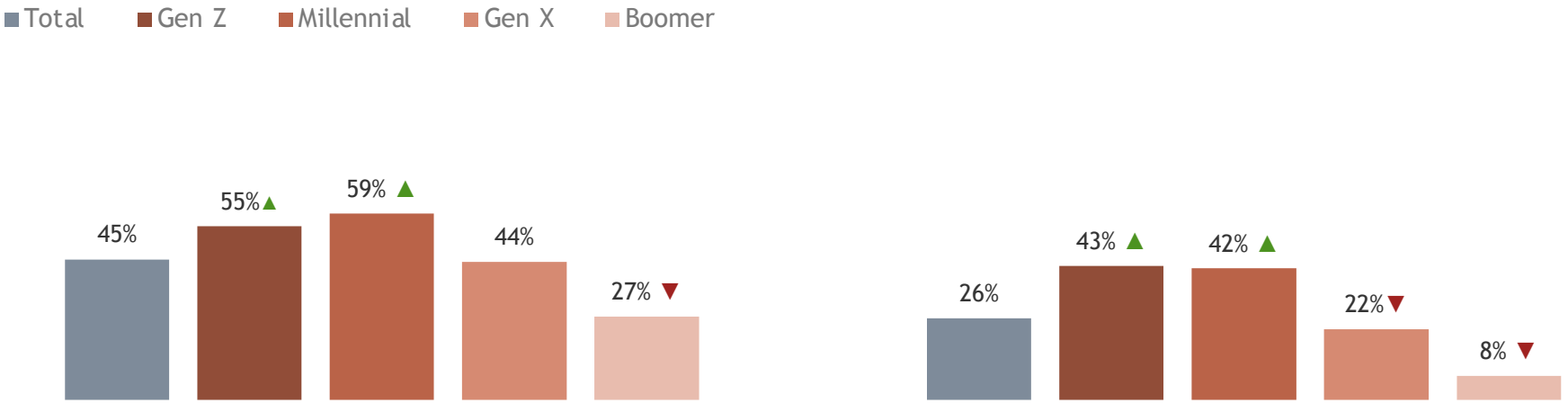


Collage CONFIDENTIAL

# Younger gens are more likely to share alcohol recommendations and follow brands on social media

Do you agree or disagree with the following statements? Agree

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Single select % agree

# Key Takeaways & Action Steps

## KNOW THIS:

1. **Millennials are high-frequency, high-variety drinkers.** They lead all generations in drinking beer, wine, malt beverages, canned cocktails and nearly every spirit. Variety is an expectation and shifts based on occasion and mood.
2. **Stress and reward are key consumption drivers.** Millennials who are drinking more say it's to relax, unwind, and cope with stress. It's not about nightlife anymore, it's about managing life.

## DO THIS:

**Embrace variety.** Consider the need for different drinks to match fewer, but more intentional, drinking occasions.
**INSPIRATION:** Variety packs to match life's emotional cycles – Friday escape, Sunday scaries, special occasions.
Think Spotify[2] 'daylist' but for alcohol.

**Market around wellness:** Position drinking as part of modern self-care.
INSPIRATION: Consider wellness-oriented taglines that tap into emotional restoration like "*Unwind without unraveling*".

Source: Collage 2025
[2] Spotify Daylist

2

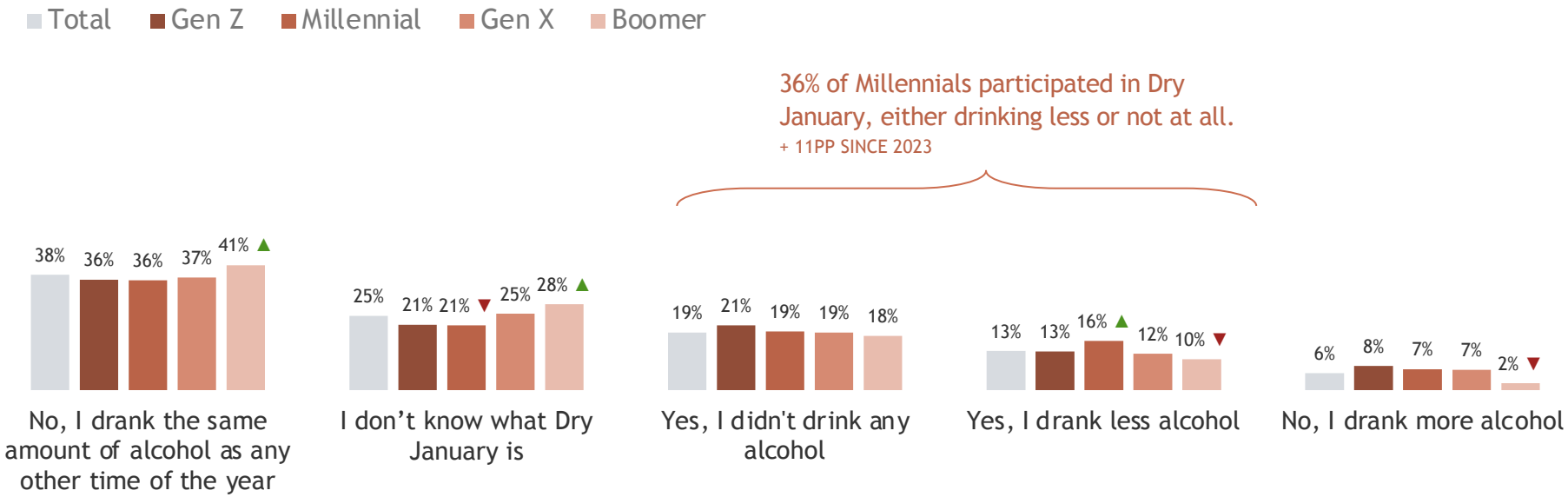
# Dry January



# Millennials led Dry January participation this year, with over a third partaking

Did you participate in Dry January this year?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Single select



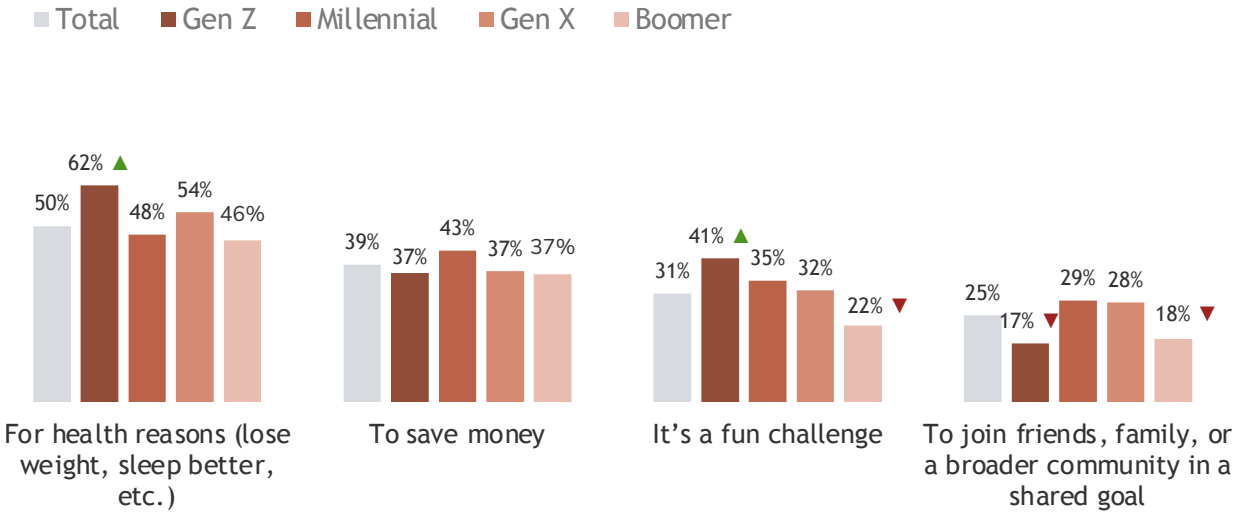
Collage CONFIDENTIAL

# Millennials were motivated largely by the health benefits and cost savings of drinking less

## About of a third of Millennials take on Dry January as a fun challenge

Why did you participate in Dry January?[1]

▲ ▼ Significantly over/under Total Population. Confidence level 95%




### Top Health & Wellness Focuses [2]

AMONG MILLENNIALS

| | Millennial |
|---|---|
| Better sleep | 41% |
| Eat / drink healthier | 40% |
| Improve mental health/ emotional wellness | 33% ▲ |

Source: [1] Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who participated in Dry January), weighted data, Multiselect
[2] Collage Health & Wellness October 2024 (21-78 population), weighted data, Multiselect, Max. 3, Top 3 of 12



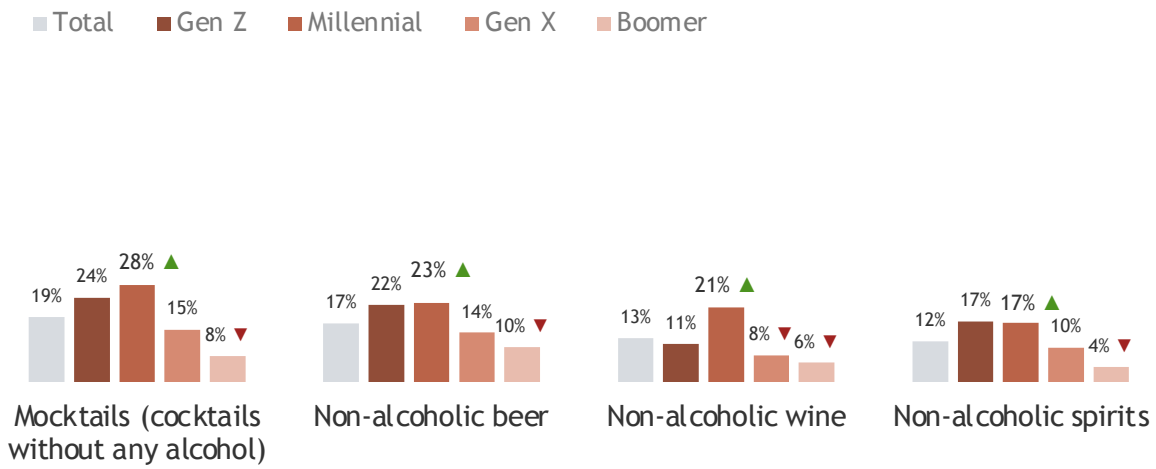
Collage CONFIDENTIAL

# Millennials lead consumption of non-alcoholic alternatives during Dry January and beyond

## They still desire the taste of alcohol without the effects

Did you have any of the following during Dry January this year?[1]

▲ ▼ Significantly over/under Total Population. Confidence level 95%




**76%**

of Millennials who had these non-alcoholic drinks plan to continue drinking them after Dry January ends[2]

| GEN Z | GEN X | BOOMER |
|---|---|---|
| 59% | 64% | 66% |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who participated in Dry January), weighted data
[1] Multiselect [2] Single select % Yes, Only respondents who had non-alcoholic beverage options



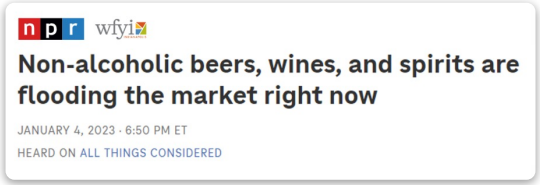
Collage CONFIDENTIAL

# The no- and low-alcohol beverage category (“no-lo”) is booming

## The no- and low-alcohol global market value exceeded $11B in 2022.

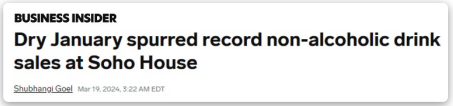
Up from $8B in 2018

- No- and low-alcohol products grew by over +7% in volume in 2022.
- Pace of growth is projected to surpass that of the last 4 years













Source: IWSR, “No- and low-alcohol category value surpasses $11bn in 2022”, December 2022.
Note: The 10 key global markets examined by IWSR included United States, Canada, United Kingdom, Australia, Brazil, France, Germany, Japan, South Africa, and Spain.

# No-lo beverages like mocktails are a complement to their alcohol consumption

Millennials are interested to try new things—not necessarily because they don't like alcohol at all

**72%▲**

of Millennials drinks or is open to trying mocktails[1]

Compared to 57% of Total Pop

Why do you drink (or are interested in trying) mocktails (non-alcoholic mixed beverages)?[2]

| | Millennial |
|---|---|
| I like to try new things | 53% |
| I want a healthier/safer alternative to alcoholic beverages | 28% |
| I want complex flavors beyond what regular beverages/sodas provide | 26% |
| I want a less expensive alternative to alcoholic beverages | 18% |
| I want to fit in in social situations where alcohol is present | 18% |
| I don't drink alcohol for personal, health, or religious reasons | 15% |
| I don't like the taste of alcohol | 13% |

Source: Collage Category Essentials Fall 2024 (21-77), weighted data

[1] Single-select (original question: "How often do you drink mocktails (non-alcoholic mixed beverages)?" % Regularly; Occasionally; Rarely; or Never, but am open to trying them)

[2] Multiselect (only asked of respondents who consume or are open to trying mocktails)

Significance test: Confidence level 95%. ▲▼ over/under Total

# Evolving social norms and an expanding market of functional beverages have Millennials reconsidering their consumption choices

**29%**

of Millennial alcohol consumers said they opt for cannabis over alcohol in social settings[1]

Compared to 18% of all alcohol consumers

Which of the following types of mocktails would you be interested in drinking?[2]

| | Total Pop. | Millennial |
|---|---|---|
| Fruity mocktails | 32% | 39%▲ |
| Healthy mocktails | 24% | 28%▲ |
| Fizzy or sparkling mocktails | 19% | 25%▲ |
| Mocktails that taste very similar to actual cocktails | 22% | 25%▲ |
| Mocktails that come ready to drink in a bottle or can | 19% | 25%▲ |
| THC-infused mocktails | 15% | 21%▲ |
| CBD-infused mocktails | 12% | 18%▲ |
| Trending mocktails | 12% | 16%▲ |
| Mocktails that have complex ingredients | 10% | 15%▲ |
| I never drink mocktails and have no desire to try them | 39% | 26%▼ |

Source: [1] Brightfield Group; U.S. Wellness Consumer Insights; Q1 2023
[2] Collage Category Essentials Fall 2023 (21-77), weighted data
Significance test: Confidence level 95%. ▲▼ over/under Total

# Millennials make a conscious effort to choose beverages that support wellness, from hydration to protein and probiotics

Do you make a special effort to drink beverages that offer any of the following benefits?

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Hydrating | 49% | 52% | 53%▲ | 51% | 41%▼ |
| Energizing | 35% | 50%▲ | 45%▲ | 35% | 19%▼ |
| High in protein | 32% | 33% | 40%▲ | 33% | 23%▼ |
| Probiotics | 25% | 25% | 34%▲ | 22% | 17%▼ |
| Calming | 24% | 28% | 32%▲ | 24% | 14%▼ |
| Prebiotics | 16% | 17% | 22%▲ | 17% | 9%▼ |
| None of the above | 26% | 14%▼ | 15%▼ | 25% | 44% |




Source: Collage Category Essentials Spring 2025 (21-79), weighted data
Multiselect
TikTok @guttalkgirls

# Importantly, there's a significant overlap between no-lo consumers and alcohol consumers

"It's a misnomer that nonalcohol drinks are for sober folks… This is about choice.

…Many folks flip back and forth between a higher proof and a no-proof, or low-proof, drink."

—HEIDI DILLON
MANAGING DIRECTOR AT DISTILL VENTURES[1]




**78%**

of consumers of no-lo products also drink full-strength alcohol .[2]

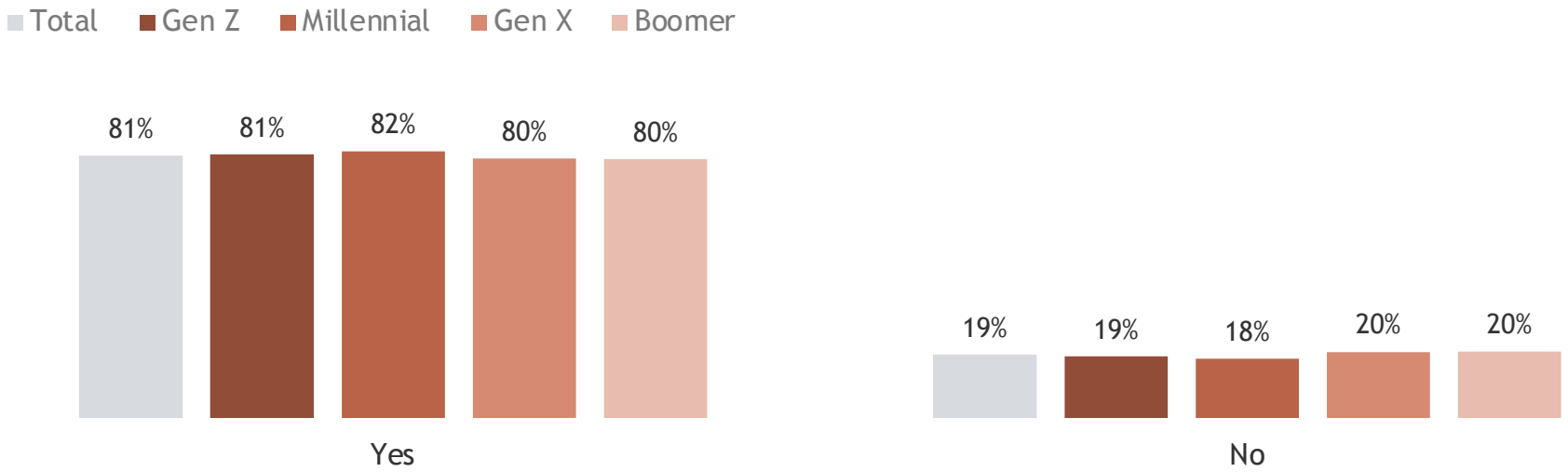
Sources: [1] The New York Times, "As Interest in Wellness Stirs Up the Cocktail World, This Executive Gets Her Shot", April 27, 2023.
[2] IWSR, "No- and low-alcohol category value surpasses $11bn in 2022", December 2022.


Collage CONFIDENTIAL

# Most Dry January participants plan to continue cutting back on alcohol even after the month ends

Do you plan to continue drinking less alcohol after Dry January is over?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who participated in Dry January), weighted data
Single select

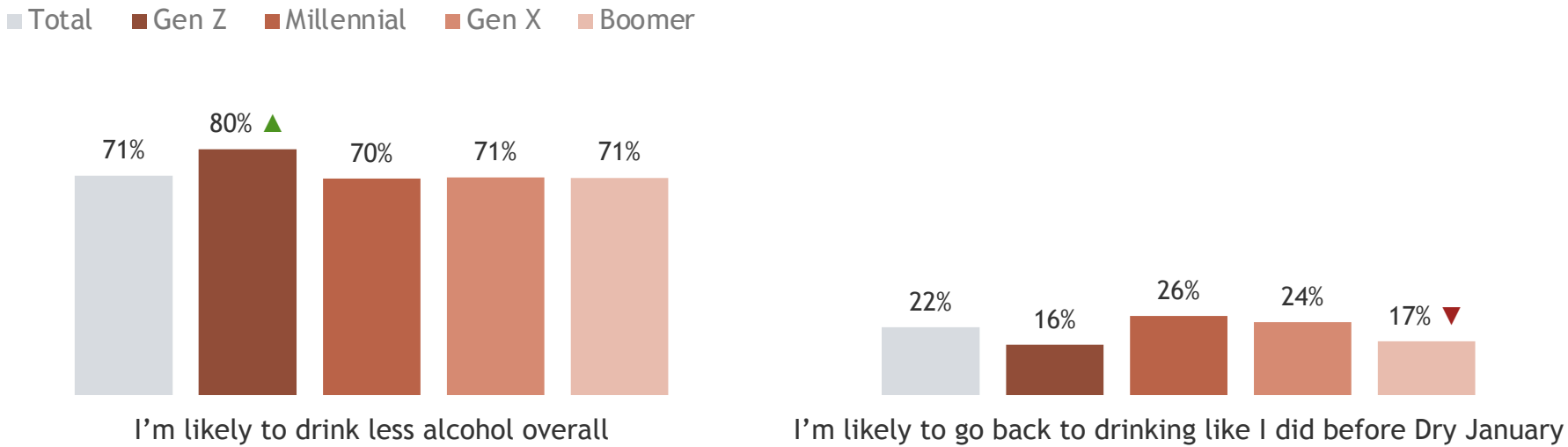


Collage CONFIDENTIAL

# Dry January participants largely plan to continue drinking less alcohol overall

How does participating in Dry January affect your future consumption of alcohol?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who participated in Dry January), weighted data
Single select

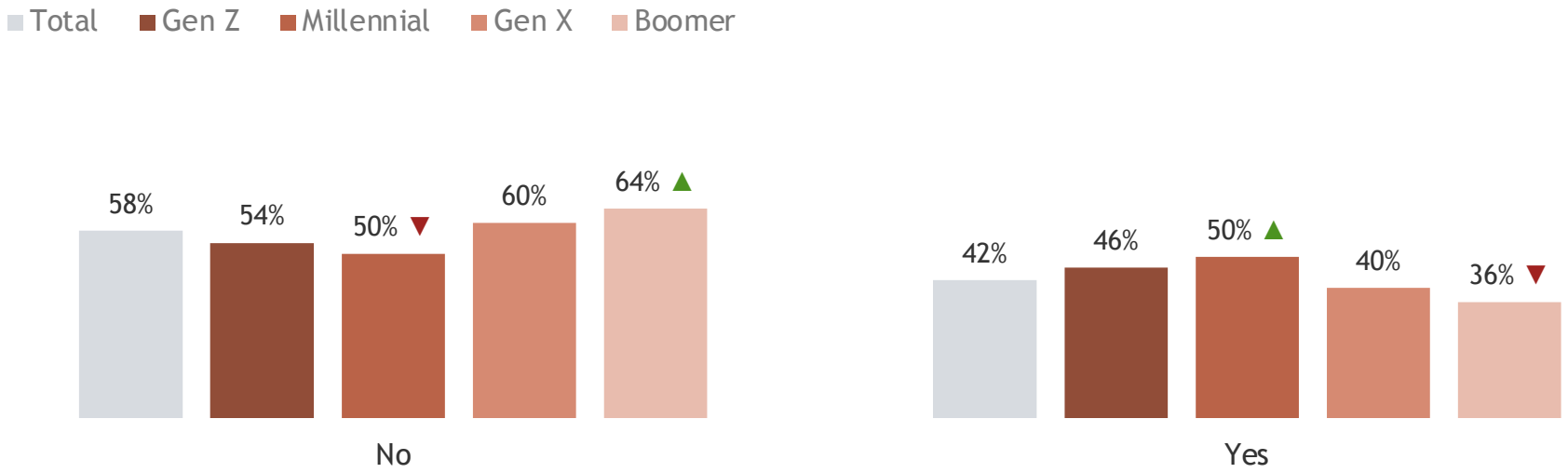


Collage CONFIDENTIAL

# Half of Millennials drive future participation in Dry January

Do you think you will participate in Dry January next year?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Single select

# Key Takeaways & Action Steps

## KNOW THIS:

**Millennial drinkers embrace balance, not abstinence.** Millennials have high participation rates in trends like Dry January, but even in these times continue to embrace no and low alcohol options, demonstrating that they're not abstaining – they're optimizing.

## DO THIS:




**Bundle the balance:** Don't treat Dry January like a seasonal stunt. Position no and low alcohol products like everyday essentials and sell them alongside full-proof options.

INSPIRATION: Create "balance packs" that combine alcohol, mocktail mixers, and hangover helpers.

Source: Collage 2025

3

# Atmospheres & Occasions



# Despite an overall decline in going out, Millennials still lead in enjoying a wide variety of bars

## They frequent neighborhood and sports bars most of all

Which of the following types of bars or clubs do you regularly go to?

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Neighborhood bars | 31% | 36% | 35% ▲ | 34% | 25% ▼ |
| Sports bars | 29% | 35% ▲ | 35% ▲ ↓ 4 | 28% | 21% ▼ |
| Casinos | 18% | 18% | 24% ▲ ↓ 2 | 17% | 12% ▼ |
| Clubs with live bands | 18% | 24% ▲ | 22% ▲ | 18% | 11% ▼ |
| Beer gardens | 12% | 12% | 16% ▲ ↓ 5 | 11% | 8% ▼ |
| Dance clubs | 12% | 19% ▲ | 19% ▲ | 10% | 4% ▼ |
| Wine bars | 11% | 18% ▲ | 16% ▲ ↓ 6 | 11% | 5% ▼ |
| Strip clubs | 6% | 9% | 10% ▲ ↓ 3 | 5% | 2% ▼ |
| I don't go to bars or clubs | 39% | 29% ▼ | 29% ▼ ↑ 10 | 40% | 54% ▲ |

Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Multiselect

↑↓ Change from 2023 (percentage points)

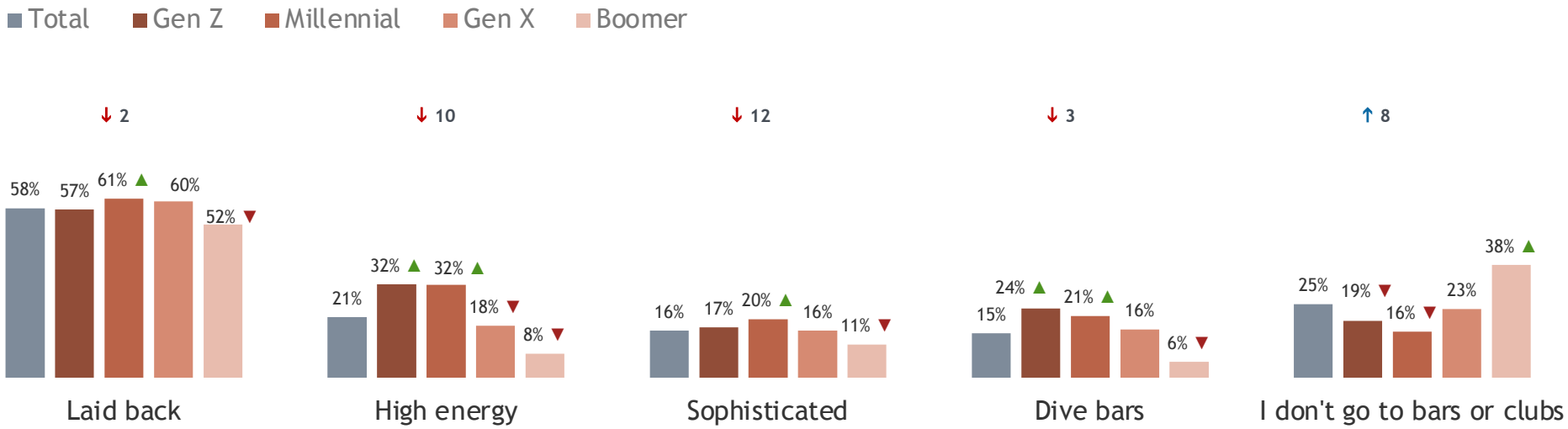


Collage CONFIDENTIAL

# Millennials largely seek out laid back venues, but some do stand out for desiring high energy spots and dive bars

Which type of atmosphere do you seek when going out?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Multiselect

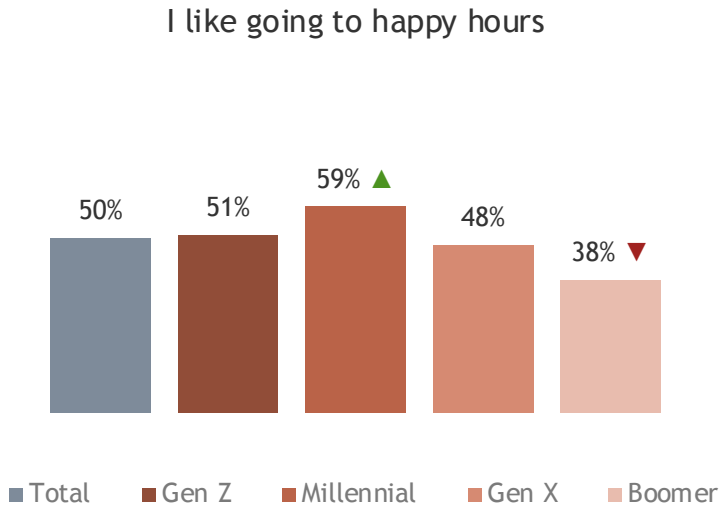
↑↓ Millennial Change from Spring 2023 (percentage points)



Collage CONFIDENTIAL

# Happy hour is a go-to social ritual for Millennials, who lead all generations in their enthusiasm for it



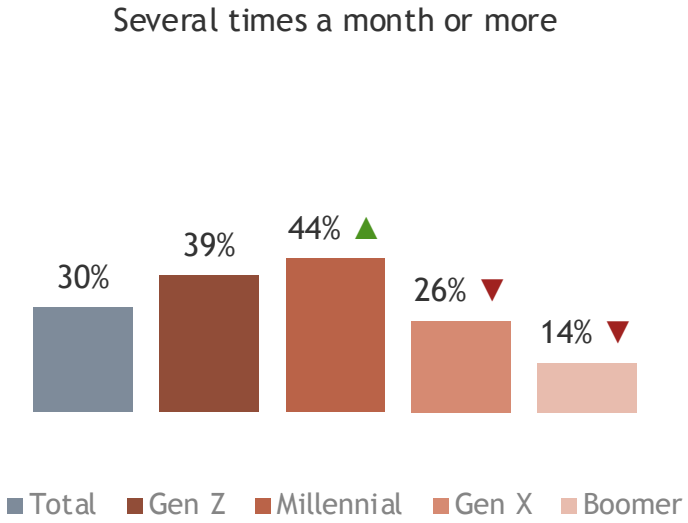


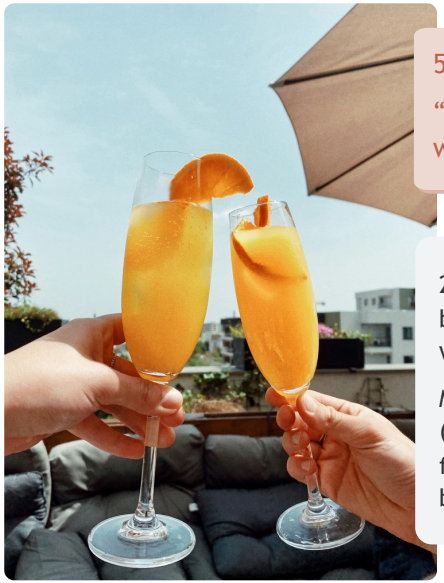

Source: Collage Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
% agree
▲▼ Significantly over/under Total Population. Confidence level 95%

# Millennials still drive the popularity of going out for brunch, with a quarter going at least weekly

How often do you go out to brunch?[1]

▲ ▼ Significantly over/under Total Population. Confidence level 95%



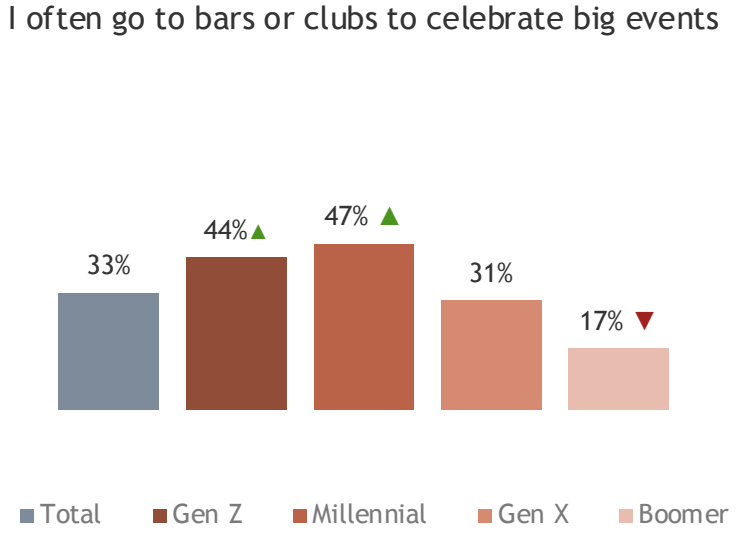
54%▲ of Millennials agree:
"I enjoy drinking alcohol when I go out to brunch" [3]

27% of Millennials go to brunch at least once a week.[1]

Mimosas (25%) or beer (16%▲) are Millennials' favorite alcoholic drinks at brunch.[2]

Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
[1] Single select [2] Asked only to respondents who go to brunch, Single select Q: What's your favorite alcoholic drink when brunching?
[3] Collage Category Essentials Fall 2023 (21-77 Alcohol consumers), weighted data, % agree, strongly agree

# Nearly half of Millennials often celebrate big occasions at bars or clubs







Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
% agree
▲▼ Significantly over/under Total Population. Confidence level 95%

# About half of Millennials like to party for their birthdays, and they even more so enjoy throwing parties for their kids

48% ▲

of Millennials generally like to have a party to celebrate their birthday




| Total | Gen Z | Gen X | Boomer |
|---|---|---|---|
| 40% | 63% ▲ | 38% | 27% ▼ |

85% ▲

of Millennial Parents always have a birthday party for their kids



| Total | Gen Z | Gen X | Boomer |
|---|---|---|---|
| 69% | 87% ▲ | 67% | 56% ▼ |

Source: Collage Holidays & Occasions Survey, January 2025 (21-77 population), weighted data; * Kid parties question only asked of parents
% agree, strongly agree
▲▼ Significantly over/under Total Population. Confidence level 95%

# Millennial women are also celebrating successes beyond traditional milestones




Kellie Gerardi celebrates her upcoming mission to outer space with a career shower.




Morgan Prouse celebrated a huge job promotion with a success shower.

Source: @mopro24 on TikTok, @kelliegerardi on TikTok



Collage CONFIDENTIAL

# New Years and Christmas are the biggest drinking holidays across generations

## Many Millennials also uniquely typically drink to celebrate Cinco de Mayo and Halloween

Which of the following holidays do you usually drink alcohol on?

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| New Year | 73% | 71% | 72% | 75% | 74% |
| Christmas | 65% | 53% ▼ | 61% ▼ | 68% | 69% ▲ |
| Thanksgiving | 55% | 47% ▼ | 54% | 55% | 58% |
| Independence Day | 47% | 39% ▼ | 45% | 53% ▲ | 46% |
| Memorial Day | 34% | 27% ▼ | 33% | 38% ▲ | 31% |
| St. Patrick's Day | 30% | 29% | 31% | 33% | 28% |
| Cinco de Mayo | 27% | 27% | 31% ▲ | 27% | 23% ▼ |
| Labor Day | 26% | 22% | 26% | 29% | 26% |
| Halloween | 24% | 40% ▲ | 29% ▲ | 24% | 13% ▼ |
| Lunar New Year | 7% | 7% | 9% ▲ | 7% | 4% ▼ |
| Martin Luther King Jr. Day | 6% | 8% | 8% ▲ | 5% | 5% ▼ |
| I don't drink alcohol on holidays | 6% | 6% | 4% ▼ | 6% | 8% ▲ |

Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Multiselect



Collage CONFIDENTIAL

# Millennials stand out for splurging on expensive or premium alcohol across most circumstances

Are you more likely to drink expensive or premium alcoholic beverages in any of the following circumstances? Yes

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Special occasions such as birthdays, anniversaries, weddings, etc. | 76% | 80% | 82% ▲ | 76% | 69% ▼ |
| Holidays such as New Year's Eve, Christmas Eve, Thanksgiving, etc. | 76% | 81% ▲ | 78% | 79% | 70% ▼ |
| Date nights | 62% | 75% ▲ | 74% ▲ | 61% | 45% ▼ |
| Socializing with friends | 60% | 63% | 69% ▲ | 62% | 49% ▼ |
| During meals at restaurants | 55% | 61% | 61% ▲ | 55% | 48% ▼ |
| Family gatherings | 54% | 60% ▲ | 61% ▲ | 55% | 45% ▼ |
| Professional/business events, such as an office party, networking event, etc. | 44% | 51% ▲ | 52% ▲ | 48% ▲ | 30% ▼ |
| A live music or sports event | 44% | 51% ▲ | 57% ▲ | 44% | 28% ▼ |
| Happy hour with coworkers | 42% | 46% | 53% ▲ | 44% | 28% ▼ |

Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Single select % Yes for each occasion



Collage CONFIDENTIAL

# And Millennials most enjoy receiving liquor and wine as gifts

Which of the following types of alcoholic beverages would you like to receive as a gift (birthday, holiday, etc.)?

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Liquor | 43% | 43% | 44% | 46% ▲ | 39% ▼ |
| Wine | 42% | 47% | 39% | 43% | 42% |
| Beer | 31% | 30% | 37% ▲ | 31% | 25% ▼ |
| Sparkling wine (Champagne, Prosecco, etc.) | 23% | 24% | 23% | 24% | 20% |
| Premixed cocktails | 16% | 20% | 22% ▲ | 18% | 7% ▼ |
| Cocktail mixers | 12% | 20% ▲ | 18% ▲ | 12% | 4% ▼ |
| Hard cider | 10% | 17% ▲ | 15% ▲ | 9% | 4% ▼ |
| I don’t want to receive any of these as a gift | 11% | 10% | 10% | 9% | 15% ▲ |

Source: Collage Category Essentials Fall 2024 (21-78 Alcohol consumers), weighted data
Multiselect

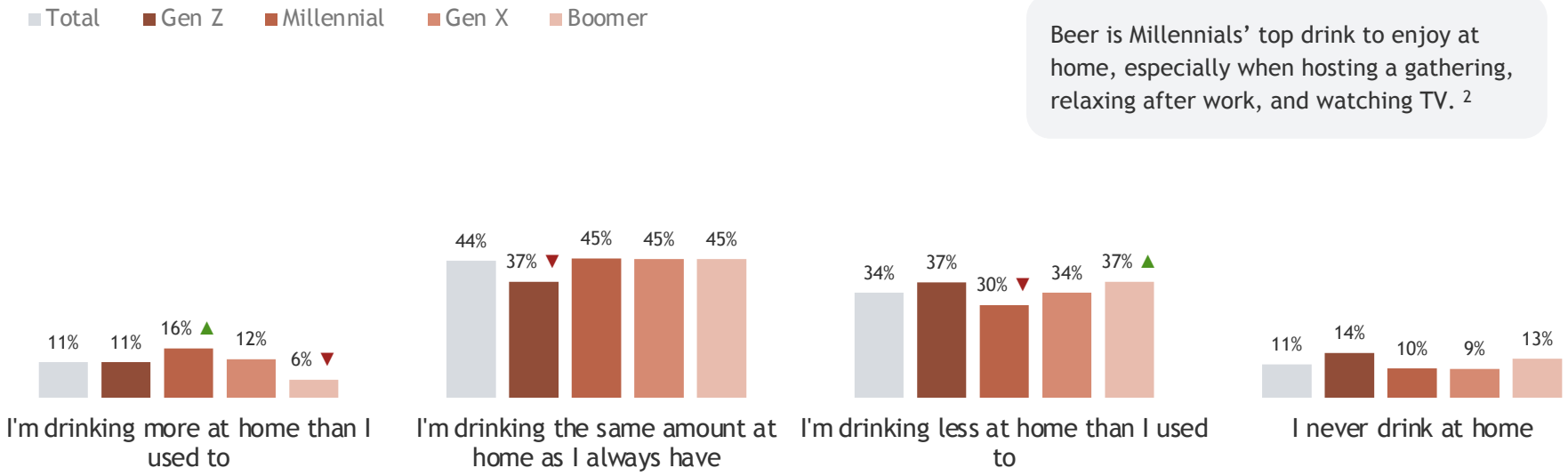


Collage CONFIDENTIAL

# Millennials lead in drinking at home more than they used to

Which best describes your alcohol consumption at home?[1]

▲▼ Significantly over/under Total Population. Confidence level 95%




Beer is Millennials' top drink to enjoy at home, especially when hosting a gathering, relaxing after work, and watching TV. [2]

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
[1] Single select [2] Multiselect answer option



Collage CONFIDENTIAL

# Sports are another important point of social connection for Millennials

## Multicultural Millennials and Parents drive the popularity of watch parties

**50%▲**

of Millennials like to **host or attend sports-watching parties**

| Hispanic | Black | Asian | White | Parent |
|---|---|---|---|---|
| 59%▲ | 64%▲ | 47%▲ | 44% | 55%▲ |

Compared to 40% Total Pop.

**50%▲**

of Millennials enjoy **going to sports bars to watch games or matches**

| Hispanic | Black | Asian | White | Parent |
|---|---|---|---|---|
| 59%▲ | 63%▲ | 53%▲ | 44% | 53%▲ |

Compared to 39% Total Pop.



Source: Collage Passion Points Survey, April 2024 (21-78 respondents), weighted data
% agree
▲▼ Significantly over/under Total Population. Confidence level 95%

# Cookouts are a go-to gathering for Millennials; they go beyond summer holidays, barbecuing for birthdays, sports events, grad parties, and Easter

Which of the following occasions do you typically host or attend a cookout or barbecue for?

| | | Total Pop. | Millennial |
|---|---|---|---|
| #1 | Fourth of July (Independence Day) | 59% | 56% |
| #2 | Memorial Day | 39% | 40% |
| | Birthdays | 33% | 39%▲ |
| #3 | Get-togethers with no specific reason | 37% | 36% |
| #4 | Labor Day | 36% | 35% |
| #5 | Father's Day | 30% | 35%▲ |
| #6 | Family reunions | 29% | 30% |
| #7 | Mother’s Day | 21% | 25%▲ |
| #8 | Sports events (Super Bowl, game days, tailgates, etc.) | 17% | 21%▲ |
| #10 | Graduation parties | 17% | 20%▲ |
| #11 | Easter | 13% | 16%▲ |

75% of Millennials say alcoholic beverages are important to having a good cookout or barbecue.
VS. 74% OF TOTAL POP.

Source: Collage Holidays & Occasions Survey, 2025 (21-79 population), weighted data
[1] Multiselect [2] Single select grid % somewhat important, very important
Significance test: Confidence level 95%. ▲▼ over/under Total

# Connect with Millennials' desire to relax with an alcoholic beverage

## Malibu playfully positions itself as post-work stress relief and fun.

The "Clock Off" campaign connects with Millennials' desire to unwind with a drink after work. The brand also partnered with various influencers to share parallel content on Instagram promoting work-life balance. Malibu resonates with Millennials' Relentless Group Trait and their "work hard, play hard" mentality. Featuring Succession's Brian Cox further connects with Millennials' career-oriented life stage and media interests.






Source: youtube.com, youtube.com

# Key Takeaways & Action Steps

## KNOW THIS:

1. **Premium is alive and well, especially for moments that matter.** Millennials are more likely than any others to splurge on higher-end alcohol for special occasions, reinforcing the need for quality storytelling and elevated products.
2. **The living room is the new nightlife.** Millennials are drinking more at home. If your product doesn't work at brunch, during The Bachelor, or while folding laundry—you missed the mark.
3. **Millennials love a drinking occasion.** From brunches to birthday parties to sports watch events, Millennials are uniquely active across a wide range of social drinking moments. Alcohol plays a key role in how they celebrate, connect, and unwind.

## DO THIS:

**Make premium more visible:** Use storytelling, not just pricing to Highlight craft, heritage, and ingredients.
INSPIRATION: Offer limited-edition drops tied to high-emotion occasions like birthdays, job promotions, or life milestones beyond weddings and anniversaries.

**Design for at-home drinking:** Market to the everyday occasion
INSPIRATION: Create hosting kits, cocktail bundles, and seasonal sampler packs tailored for common at-home rituals—e.g., "Big Game Watch Party Packs" or "Brunch & Bubbles Boxes."

**Show up in all of the right moments.** Use social and retail calendars to build around real Millennial drinking occasions like birthdays, brunch season, Halloween, and sports events. Don't wait for big holidays to be top-of-mind.

Source: Collage 2025

# Next Steps

Dive deeper into Generational insights

## Following up with Collage



Explore more insights by Alcoholic Beverage type (wine, beer, cocktails, liquor) in Spark. Dive into recent spending changes, discovery channels, shopping preferences, and more.



Compare brands and examine insights using the Head-to-Head Dashboard on fluenci℠



Check out Drive Brand Relevance with Millennial Consumer Essentials for insights into the values and motivations shaping how this segment celebrates.



Conduct a Qual + Why Study to double click into insights and answer burning questions without the investment of a fully custom research study



Collage CONFIDENTIAL

COLLAGE
GENERATIONS



INFO@COLLAGEGROUP.COM



COLLAGEGROUP.COM



(240) 482-8260

© 2024 Collage

# Appendix



# A mimosa is the standout favorite brunch drink, especially among Gen Z

What's your favorite alcoholic drink when brunching?

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Mimosa | 28% | 34% ▲ | 25% | 28% | 29% |
| Beer | 14% | 10% | 16% ▲ | 15% | 9% ▼ |
| Bloody Mary | 11% | 9% | 8% ▼ | 11% | 15% ▲ |
| Tequila sunrise | 6% | 6% | 8% ▲ | 6% | 4% ▼ |
| Red or white wine | 6% | 4% | 5% | 6% | 9% ▲ |
| Irish coffee | 6% | 8% | 6% | 6% | 6% |
| Screwdriver | 6% | 3% ▼ | 8% ▲ | 4% | 4% ▼ |
| Sangria | 6% | 3% | 6% | 5% | 6% |
| Sparkling wine | 4% | 6% | 3% | 6% ▲ | 3% |
| Bellini | 2% | 0% ▼ | 2% | 2% | 3% |
| Espresso Martini | 2% | 2% | 3% | 2% | 1% ▼ |
| Breakfast Martini | 2% | 3% | 3% ▲ | 2% | 0% ▼ |
| French 75 | 1% | 3% | 1% | 1% | 0% ▼ |
| Milk punch | 1% | 2% | 2% | 1% | 0% ▼ |
| Aperol Spritz | 1% | 2% | 0% | 0% ▼ | 1% |
| Corpse Reviver No.2 | 0% | 0% | 0% | 1% | 0% ▼ |

Source: Collage Category Essentials Fall 2024 (21-78 respondents who go out to brunch), weighted data
Single select

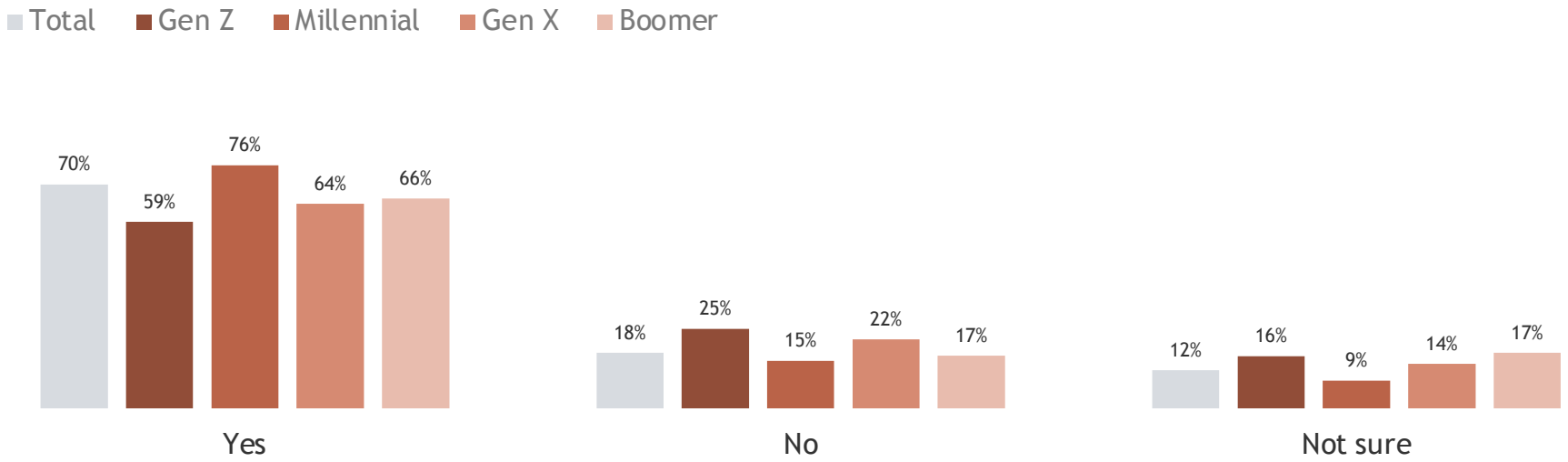


Collage CONFIDENTIAL

# Millennials who participated in Dry January drive the continued interest in non-alcoholic beverages

Do you plan to continue drinking these non-alcoholic beverages after Dry January ends?

▲▼ Significantly over/under Total Population. Confidence level 95%




Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers who participated in Dry January and drank non-alcoholic beverages), weighted data
Single select

# Occasion: Live Music or Sports Event

What types of alcoholic beverages do you usually drink during the following occasions? A live music or sports event

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 46% | 31% ▼ | 49% ▲ | 52% ▲ | 41% ▼ |
| Mixed drinks / Cocktails | 23% | 34% ▲ | 32% ▲ | 20% ▼ | 13% ▼ |
| Wine | 16% | 15% | 17% | 14% | 15% |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 14% | 26% ▲ | 24% ▲ | 12% ▼ | 3% ▼ |
| Neat or straight liquor | 12% | 17% ▲ | 19% ▲ | 10% | 4% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data
Multiselect



Collage CONFIDENTIAL

# Occasion: Restaurant Meals

What types of alcoholic beverages do you usually drink during the following occasions? During meals at restaurants

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Wine | 40% | 28% ▼ | 38% | 39% | 48% ▲ |
| Beer | 36% | 27% ▼ | 37% | 39% | 34% |
| Mixed drinks / Cocktails | 31% | 34% | 37% ▲ | 29% | 24% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 11% | 16% ▲ | 19% ▲ | 9% ▼ | 3% ▼ |
| Neat or straight liquor | 10% | 15% ▲ | 15% ▲ | 8% ▼ | 6% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Occasion: Socializing with Friends

What types of alcoholic beverages do you usually drink during the following occasions? Socializing with friends

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 49% | 34% ▼ | 50% | 55% ▲ | 48% |
| Mixed drinks / Cocktails | 40% | 41% | 47% ▲ | 39% | 32% ▼ |
| Wine | 35% | 31% | 33% | 33% | 41% ▲ |
| Neat or straight liquor | 23% | 25% | 30% ▲ | 22% | 15% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 18% | 28% ▲ | 26% ▲ | 16% | 8% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Occasion: Family Gatherings

What types of alcoholic beverages do you usually drink during the following occasions? Family gatherings

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 47% | 31% ▼ | 48% | 53% ▲ | 44% |
| Wine | 38% | 35% | 37% | 35% | 43% ▲ |
| Mixed drinks / Cocktails | 33% | 31% | 38% ▲ | 36% | 26% ▼ |
| Neat or straight liquor | 19% | 22% | 24% ▲ | 18% | 13% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 17% | 22% | 24% ▲ | 18% | 8% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Occasion: Happy Hour with Coworkers

What types of alcoholic beverages do you usually drink during the following occasions? Happy hour with coworkers

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 36% | 25% ▼ | 39% ▲ | 42% ▲ | 29% ▼ |
| Mixed drinks / Cocktails | 29% | 32% | 38% ▲ | 30% | 19% ▼ |
| Wine | 21% | 22% | 25% ▲ | 19% ▼ | 20% |
| Neat or straight liquor | 15% | 14% | 22% ▲ | 16% | 7% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 12% | 15% | 20% ▲ | 11% | 4% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Occasion: Professional or Business Events

What types of alcoholic beverages do you usually drink during the following occasions? Professional/business events, such as an office party, networking event, etc.

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Wine | 30% | 29% | 35% ▲ | 28% | 26% ▼ |
| Beer | 26% | 25% | 32% ▲ | 29% | 18% ▼ |
| Mixed drinks / Cocktails | 23% | 22% | 30% ▲ | 26% | 14% ▼ |
| Neat or straight liquor | 12% | 17% ▲ | 17% ▲ | 11% | 8% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 10% | 18% ▲ | 17% ▲ | 9% ▼ | 3% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Occasion: Special Occasions

What types of alcoholic beverages do you usually drink during the following occasions?
Special occasions such as birthdays, anniversaries, weddings, etc.

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Wine | 41% | 31% ▼ | 41% | 39% | 47% ▲ |
| Mixed drinks / Cocktails | 41% | 42% | 44% ▲ | 43% | 34% ▼ |
| Beer | 39% | 28% ▼ | 40% | 43% ▲ | 36% |
| Neat or straight liquor | 21% | 20% | 29% ▲ | 19% | 13% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 17% | 33% ▲ | 24% ▲ | 15% | 7% ▼ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Home Occasion: Meals

What types of alcoholic beverages do you usually drink when doing the following things at home? Having a meal at home

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Wine | 36% | 24% ▼ | 35% | 35% | 41% ▲ |
| Beer | 31% | 25% ▼ | 35% ▲ | 33% | 28% ▼ |
| Mixed drinks / Cocktails | 16% | 17% | 22% ▲ | 15% | 10% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 13% | 20% ▲ | 20% ▲ | 10% ▼ | 5% ▼ |
| Neat or straight liquor | 10% | 12% | 15% ▲ | 9% | 4% ▼ |
| I don't drink when doing this | 30% | 33% | 25% ▼ | 31% | 34% ▲ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect

# Home Occasion: Watching TV, Movies, Sports

What types of alcoholic beverages do you usually drink when doing the following things at home?

Watching TV/movies/sports at home

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 42% | 30% ▼ | 42% | 47% ▲ | 41% |
| Wine | 26% | 18% ▼ | 28% | 24% | 27% |
| Mixed drinks / Cocktails | 22% | 21% | 25% ▲ | 23% | 17% ▼ |
| Neat or straight liquor | 15% | 14% | 20% ▲ | 15% | 10% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 15% | 23% ▲ | 22% ▲ | 13% | 6% ▼ |
| I don't drink when doing this | 25% | 31% ▲ | 21% ▼ | 23% | 29% ▲ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect

# Home Occasion: Hosting a Party or Get-Together

What types of alcoholic beverages do you usually drink when doing the following things at home?
Hosting a party or get-together at home

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 43% | 30% ▼ | 44% | 49% ▲ | 40% ▼ |
| Wine | 36% | 30% ▼ | 35% | 36% | 39% |
| Mixed drinks / Cocktails | 36% | 35% | 42% ▲ | 36% | 29% ▼ |
| Neat or straight liquor | 22% | 20% | 30% ▲ | 22% | 13% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 20% | 31% ▲ | 28% ▲ | 18% | 9% ▼ |
| I don't drink when doing this | 17% | 16% | 15% ▼ | 15% ▼ | 22% ▲ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Home Occasion: Relaxing After Work

What types of alcoholic beverages do you usually drink when doing the following things at home?
Relaxing after work at home

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 39% | 26% ▼ | 42% ▲ | 45% ▲ | 33% ▼ |
| Wine | 31% | 23% ▼ | 33% | 31% | 30% |
| Mixed drinks / Cocktails | 23% | 19% | 28% ▲ | 21% | 20% ▼ |
| Neat or straight liquor | 18% | 16% | 24% ▲ | 18% | 12% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 15% | 23% ▲ | 22% ▲ | 14% | 7% ▼ |
| I don't drink when doing this | 22% | 27% | 15% ▼ | 19% | 31% ▲ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL

# Home Occasion: Cleaning house or doing yardwork

What types of alcoholic beverages do you usually drink when doing the following things at home?

Cleaning/doing house or yardwork

▲ ▼ Significantly over/under Total Population. Confidence level 95%

| | Total | Gen Z | Millennial | Gen X | Boomer |
|---|---|---|---|---|---|
| Beer | 32% | 21% ▼ | 33% | 36% ▲ | 29% |
| Wine | 15% | 14% | 20% ▲ | 15% | 9% ▼ |
| Mixed drinks / Cocktails | 12% | 14% | 18% ▲ | 12% | 6% ▼ |
| Malt beverages/ciders/seltzers/canned cocktails (e.g., Mike's Hard Lemonade, White Claw, Angry Orchard) | 10% | 13% | 18% ▲ | 8% ▼ | 3% ▼ |
| Neat or straight liquor | 9% | 10% | 14% ▲ | 8% | 3% ▼ |
| I don't drink when doing this | 46% | 48% | 35% ▼ | 45% | 60% ▲ |

Source: Collage Category Essentials Spring 2025 (21-79 Alcohol Consumers), weighted data Multiselect



Collage CONFIDENTIAL