

# Industry Weekly Digest

## School of Hospitality & Tourism Management

### Dry January

Dry January is the UK's one-month alcohol-free challenge. The **charity** behind it state that it isn't about giving anything up, it's about getting something back, citing better sleep, more energy and cash savings amongst the possible benefits.

In this digest, **Mark Ashton** explores the Dry January challenge, consumers changing attitudes to no- and low-alcohol products and how producers are innovating to meet these.

Have a great weekend!



## Changing attitudes to Low and No Alcohol Products

### Mark Ashton

Dry January is the UK's one-month alcohol-free challenge. The charity behind it state that it isn't about giving anything up, it's about getting something back, citing better sleep, more energy and cash savings amongst the possible benefits. This year, nearly 1 in 5 adults says they are participating in Dry January, up from 13 percent who said the same in 2021. The share rises to over a quarter (27 percent) for millennials, a generational difference that is more pronounced compared with last year, when 16 percent of millennials participated. More than 9 in 10 of those participating in Dry January are doing so to be healthier, according to the Morning Consult survey, which aligns with the charity's claimed benefits. This, coupled with results of a further survey that found 33% of consumers planned to avoid alcohol over the holiday season, comes opportunities for non-alcoholic beverage brands to innovate and grow.



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27% of millennials say they are participating in Dry January this year - the highest of any generation - and up from 16% last year.

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Juxtaposed with this opportunity is an apparent shift in attitudes to no- and low-alcohol beverages, in part fuelled by a greater focus on personal health and a trend for moderation. COVID-19 may also have played a part, in reducing impulse buying of alcohol and consumers trying non-alcoholic premium products and experiences at home. A wide range of products is entering the market both in the on- and off- trade. There is a sense that these products shouldn't represent a compromise, and are often premium products created with 'super' ingredients and reduced sugar contents. Others report a buzz being created in restaurants by new taste sensations and the demand for no- and low-alcohol wine is surging. For the pub sector, despite the British Beer & Pub Association expecting 7.8m no- and low- pints to be consumed in the first month of the year, the vast majority will be sold in shops and supermarkets, not pubs, and they, amongst others are urging consumers to support their 'local' this Dry January by enjoying a pint of non-alcoholic beer at the pub – including non-alcoholic beer on draught. This may be more important given the number of pubs that have closed in the last year and the torrid Christmas trading they have experienced. Next time you try one of these products, will you do so by supporting your 'local'?

As attitudes to no- and low-alcohol drinks change, there are a massive range of new products entering the market from sprits to beers and ciders, and wine to Ready to Drink offerings and Supermarket own labels. Read this short report for some key examples.