

FOOD AND BEVERAGE

Americans unlikely to drink celebrity, influencer-endorsed spirits: report

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The report could signal the continuing downturn in the beverage industry, especially among specialty spirits and celebrity-owned brands. Image credit: WGSN/Pexels

By LUXURY DAILY NEWS SERVICE

Spirits delivery application Drizly, a subsidiary of Uber, revealed Americans' drinking habits leading into the industry's peak summer months.

As part of the brand's fifth annual Consumer Trend Report, which collects results from a nationwide survey, it was disclosed that Americans are less willing to go out to drink, spend money on alcohol for non-special occasions or buy based on celebrity and influencer liquor endorsements. These survey results are unsurprising, considering the continuing downturn in the beverage industry, especially among specialty spirits and celebrity-owned brands, which previously held strong through current economic troubles.

"This year's report found adult beverage consumers adapting to a post-pandemic world, while experiencing the impacts of inflation," said Liz Paquette, head of consumer insights at [Drizly](#), in a statement.

"As consumers opt to drink out less, we are seeing a return to 'self-bartending,' the hosting of gatherings at home and an emphasis on gifting for the big holidays instead of the small moments," Ms Paquette said. "And overall, this survey, along with purchase patterns on Drizly, found that consumer preferences are changing when it comes to beer, wine, and spirits more Americans, especially Gen Z and millennials, are gravitating towards zero-proof options, ready-to-drink cocktails are expanding beyond summertime, and red wine is becoming increasingly popular for the warmer months."

The findings are based on a Prodege Decipher survey collecting responses of just over 1,000 American adults who have purchased alcohol within the past 90 days.

Summertime shift

According to the report, consumers are far more likely to listen to those they know personally.

Respondents noted that their preferred recommenders are their bartenders and those in their social or familial circles, with 25 percent and 57 percent stating so in the surveys, respectively. Only 6 percent said they trusted celebrities for alcoholic beverage ideas, and only 8 percent listed influencers as trusted sources.



Drizly's report show that drinking at home among friends is the most popular way to indulge. Image courtesy of Pernod Ricard

As at-home hosting culture thrives, largely due to pandemic-caused shifts ([see story](#)), gatherings are becoming more intimate and supportive of this shift, increasingly viewed as the preferred place to try out these recommendations.

However, a decline in overall alcoholic consumption was also reported, as non-alcoholic (NA) beverages climb in popularity, especially among Gen Z and millennial Americans.

Previous reports found that the two groups prefer NA beverages to unwind ([see story](#)), leaving room for luxury brands to explore the category.

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