

WAVE 2



A new "cheers":
Tracking trends in motion

Exploring how alcohol consumption trends are unfolding over time

Our New "cheers" series explores how alcohol consumption is evolving, why choices are shifting, and what it all means for the industry. Powered by Toluna Start and our global panel, the research extracts insights from over 2,000 US consumers to help you better understand this dynamic market.

With the 2nd wave of the research now complete, we're looking at how trends from the 1st wave are developing and where new opportunities are emerging. Here are the highlights:

1. 

Gen Z is drinking more and feeling worse

35% of Gen Z is increasing their alcohol consumption, largely to socialize and/or cope with stress. The demographic remains the least optimistic about the future, highlighting the connection between alcohol consumption and wellbeing.

2. 

Tariffs are putting loyalty to the test

Over 50% of drinkers claim that import tariffs will affect their drinking habits. **Gen Z and Millennials are most likely** to opt for alternatives, opening opportunities for domestic brands.

3. 

GLP-1 users are redefining happy hour

Approximately **6 in 10 GLP-1 users report cutting back or quitting alcohol**, signaling a shift towards non-alcoholic options like THC and wellness-driven beverages.

4. 

The sober-curious lifestyle gains ground

Two-thirds of consumers expect non-alcoholic cocktails to grow in popularity. Millennials and Gen X are leading the charge towards healthier, low-calorie alternatives.

5. 

THC is moving to the mainstream (and psychedelics show promise)

THC use reached to 35% in wave 2, and 64% of non-users are open to trying it. Psilocybin remains niche; however, cultural and regulatory shifts point to early momentum.



Learn more in our [blog post](#).

The future of drinking is being redefined. Stay ahead of the curve. Contact our [experts](#) to learn how.