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A Generational Shift in Drinking Habits Revealed

Low and Non-Alcoholic Options Gain Ground Among 18-24 Year Olds

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In a recent report by The Portman Group, a startling shift in the drinking habits of young adults aged 18 to 24 has been revealed. This study, conducted by YouGov, indicates a significant rise in the consumption of low or non-alcoholic products among this demographic. The number of young adults who either occasionally or regularly opt for these alternatives has escalated from 31% to 44% within a single year, underscoring a trend towards more sober lifestyles.

This generational shift is not only remarkable but also indicative of a broader change in social attitudes towards alcohol consumption. Currently, 39% of young adults abstain from alcohol altogether, making them the most sober generation on record. This trend is further supported by the fact that 35% of respondents now classify themselves as occasional or regular consumers of non-alcoholic or low-alcohol beverages, a notable increase from 29% two years ago.

The study also highlights a growing awareness and acceptance of alcohol alternatives. Three-quarters of drinkers have experimented with such alternatives, compared to just a third of non-drinkers. This openness to try new options is significant, given that the majority (83%) first tried a non-alcoholic or low-alcohol product from a brand that also offers alcoholic variants.

One of the key factors driving this shift is the desire to avoid excessive drinking in social settings and the need to remain sober for driving. These reasons have topped the survey for six consecutive years, underscoring the importance of responsible drinking among young adults. Additionally, many respondents reported consuming these alternatives in conjunction with alcohol or on alcohol-free days during the week.

Matt Lambert, CEO of The Portman Group, has expressed satisfaction with these findings. He notes the increasing popularity of non-alcoholic and low-alcohol alternatives as a crucial tool for responsible drinking.

The results of this study are a testament to the evolving landscape of alcohol consumption, particularly among young adults. It reflects a conscious shift towards moderation and responsible drinking, influenced by a range of social and personal factors. As the market for low and non-alcoholic beverages continues to expand, it will likely have a lasting impact on drinking culture and consumer choices.