

Sustainability in Adult Beverages

This week's insights were collected Friday, February 25 – Wednesday, March 2, 2022, among a general population of n=995 U.S. consumers age 21+.

Half consider sustainability when making purchases.

However, sustainability's share of the overall decision ranks relatively low for adult beverage purchases. Taste/Flavor/Variety is key, followed by price.

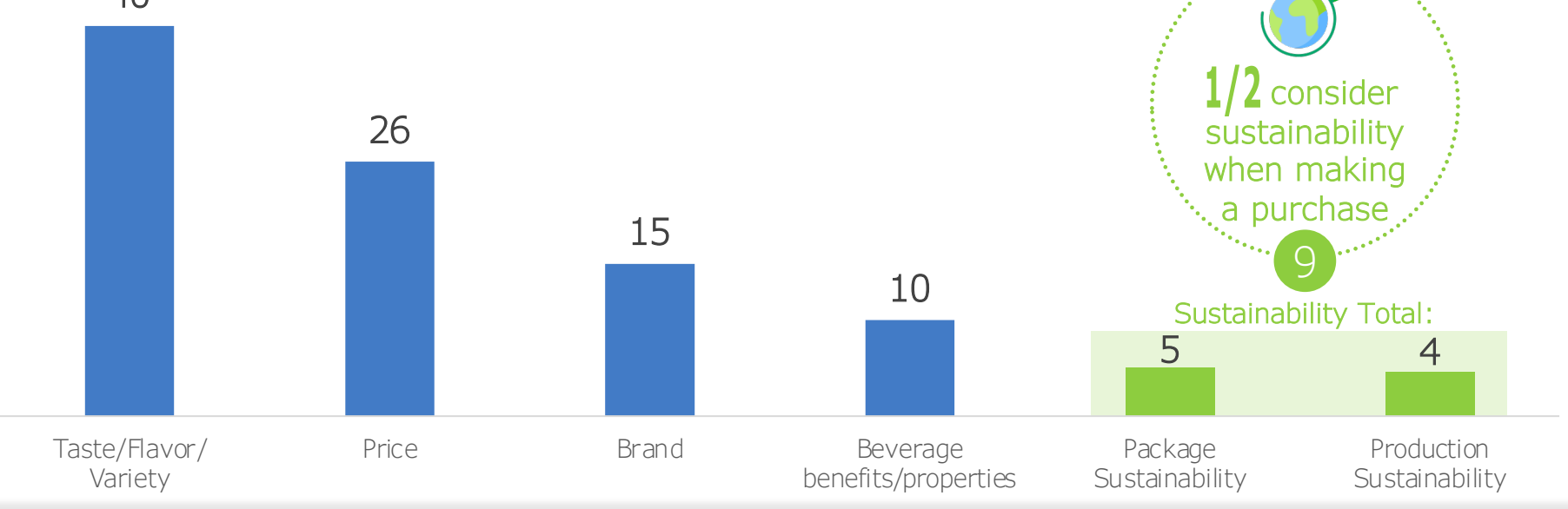
When asked about sustainability in packaging, being recyclable has the most share of importance. On the production side, reducing waste is most important but not significantly ahead of other sustainable aspects of manufacturing.

Consumers agree it is worth it to pay more for something that is going to help the earth in the long run. One third are willing to at least 10% more for an environmentally sustainable product. Yet, more than one-quarter feel sustainability practices are driving the price of beverages out of their budget.

A beverage's package is the primary source of information on sustainability.

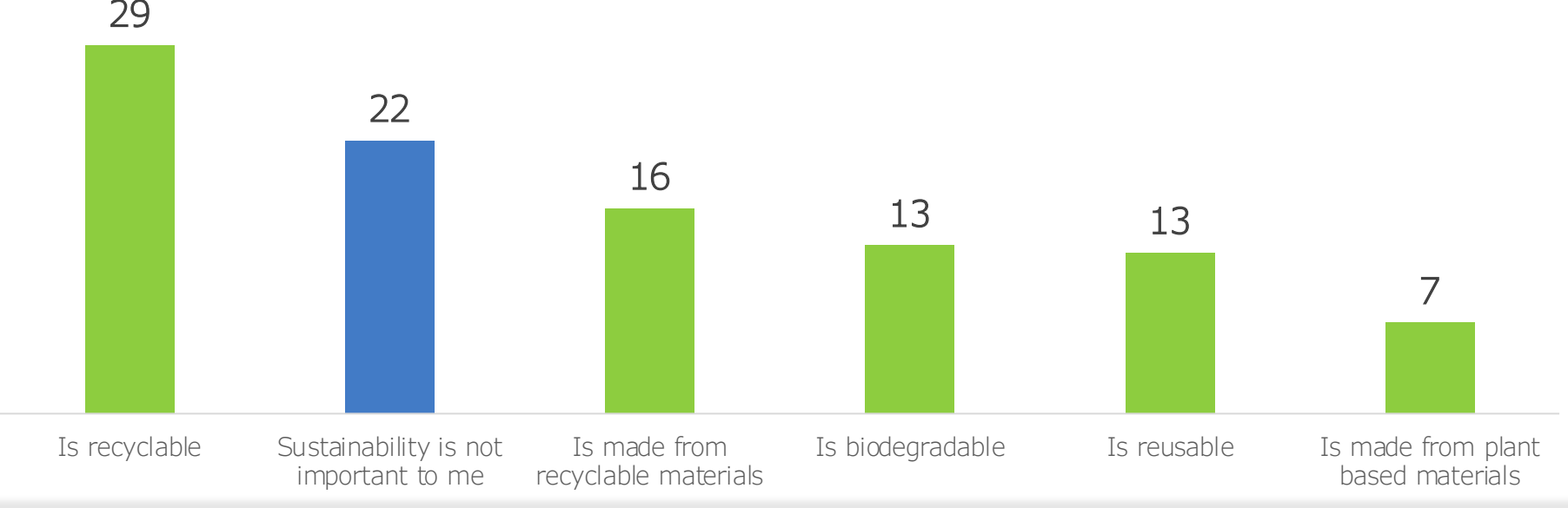
Adult Beverage Purchase Drivers

% Share of Decision among Total Respondents



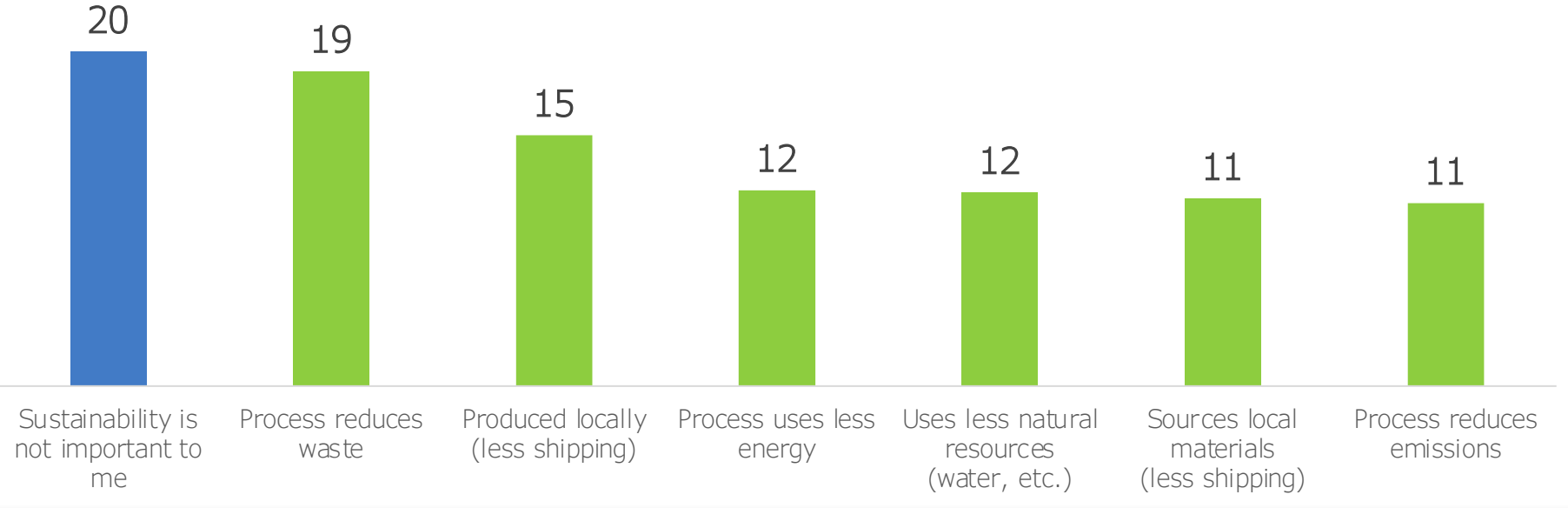
Importance of Package Sustainability

% of Share of Importance among Total Respondents



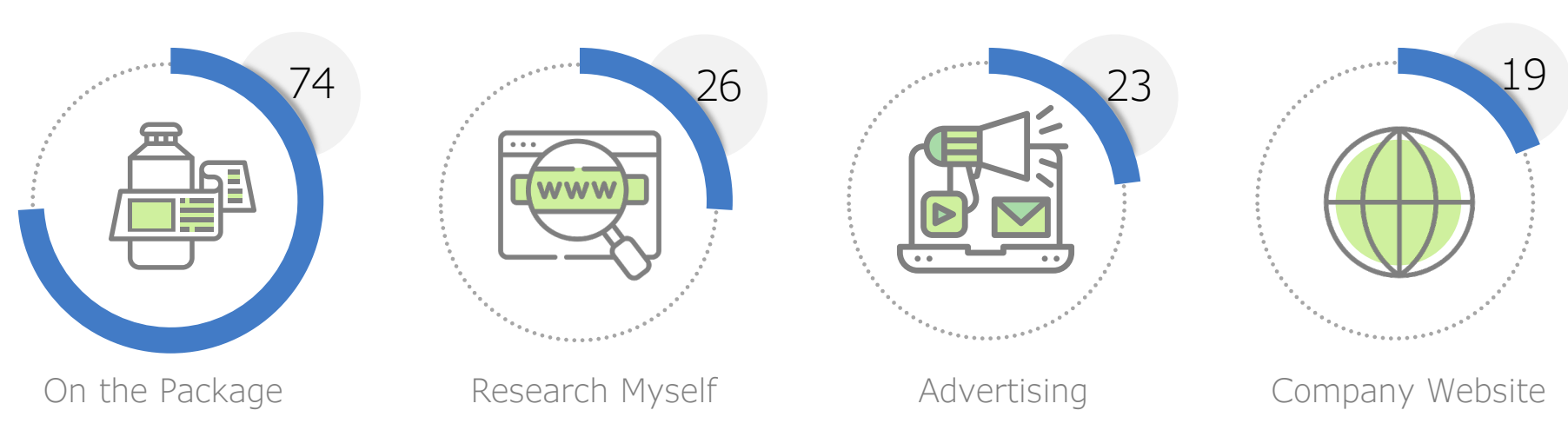
Importance of Production Sustainability

% of Share of Importance among Total Respondents



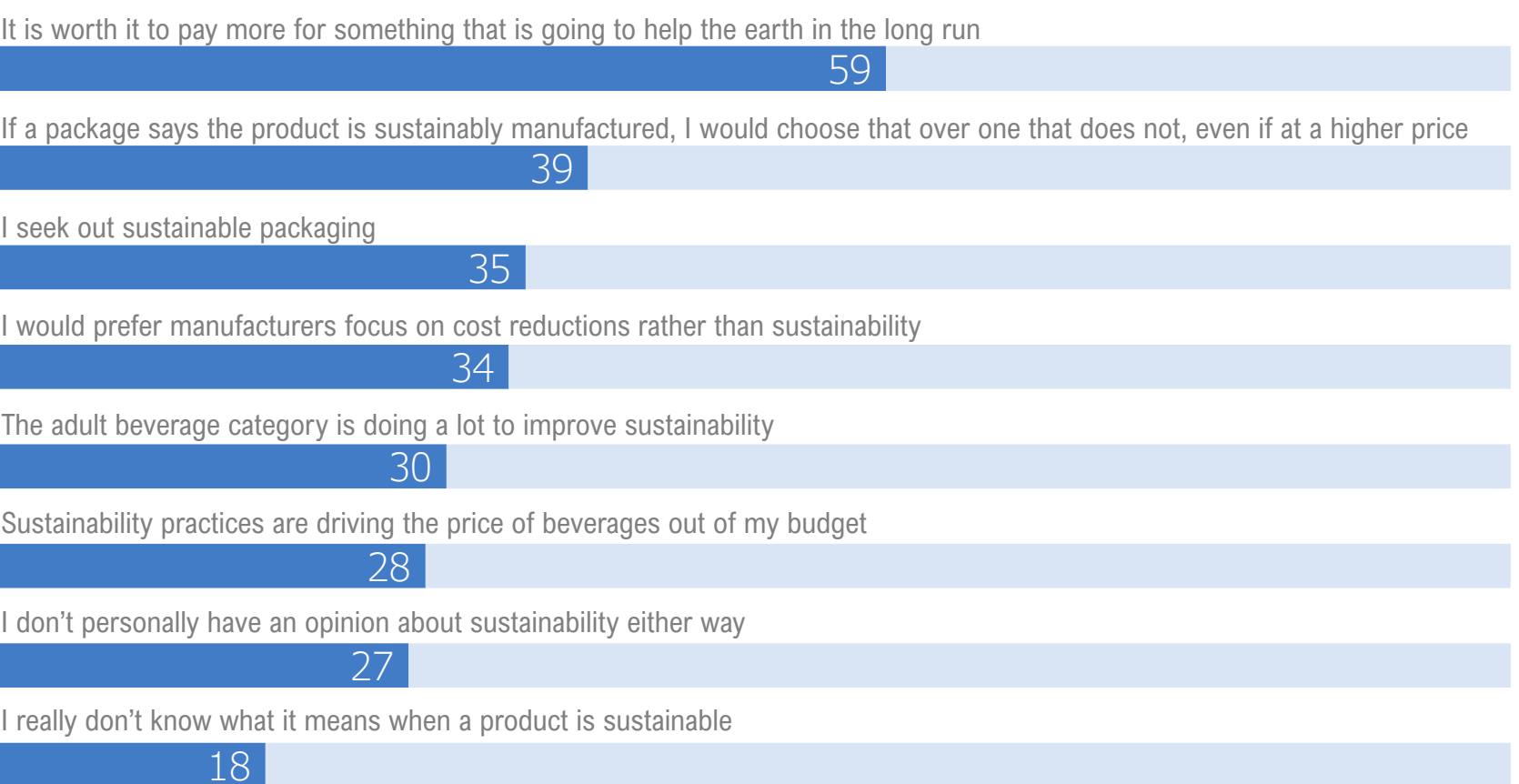
Environmental Sustainability Information Sources

% of Total Respondents



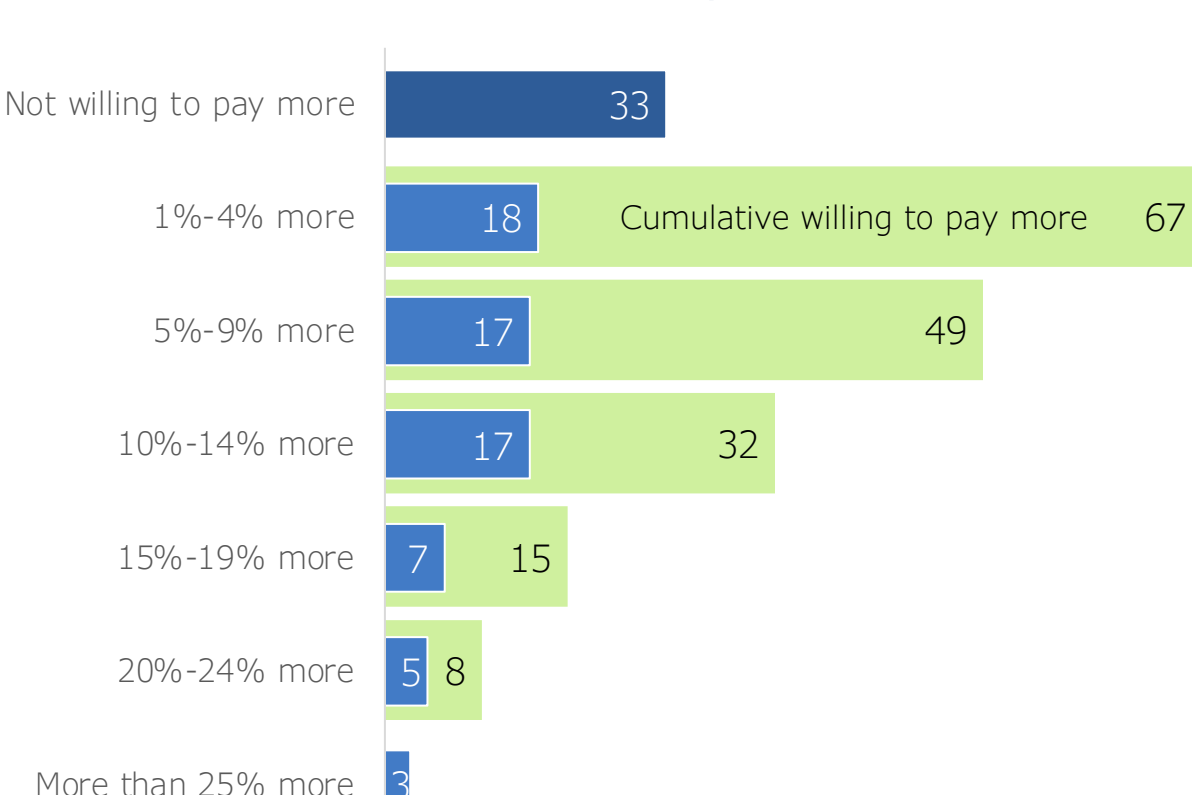
Sustainability Agreement Ratings

% Total Respondents Agree Strongly/Somewhat



Amount Willing to Pay More for Environmental Sustainability

% Total Respondents



Base: Total (n=995)
 Q1: When making adult beverage choices (alcohol, no-low alcohol, functional beverages and other adult replacement beverages), how much consideration do you give to the following items in your decision of what to purchase? You have a total of 100 points to spread across each of these items. The more the item positively contributes to your purchase decision the more points you should give it. If an item isn't a consideration, you might give it a low amount or no points.
 Q2: Let's do this again, the 100 point task. Still thinking about adult beverage choices (alcohol, no-low alcohol, functional beverages and other adult replacement beverages), but now we want to think about the aspects of the package's environmental sustainability. There are many ways a package can be environmentally sustainable, how important do you feel each of the following sustainable features are:
 Q3: One last time with the 100 points. This time, think about the production or manufacturing of adult beverage choices (alcohol, no-low alcohol, functional beverages and other adult replacement beverages) and how these processes can be environmentally responsible and sustainable, meaning they are minimizing waste and reducing the environmental impact. How important do you feel each of these are in the overall manufacturing of adult beverages?
 Q4: How do you know if an adult beverage package or product is environmentally sustainable?
 Q5: How much more are you willing to pay for adult beverages that are produced and packaged to be environmentally sustainable?
 Q7: How much do you agree or disagree with the following statements: