



# Bacardi U.S. Holiday Trends 2020

**76%** ARE CHANGING UP THE WAY THEY CELEBRATE THIS YEAR

**25%**  
*plan on swapping*

A KISS FOR A FIST BUMP ON NYE

**1 IN 4**

SPENDING THANKSGIVING OR CHRISTMAS DAY APART FROM THEIR PARENTS

**66%**  
*celebrating*

WITH FRIENDS AND FAMILY OVER VIDEO CHATS

**35%**  
*planning*

STARTED HOLIDAY PLANNING DURING THE LOCKDOWN

**26%**

WILL NOT BE TRAVELING TO SEE FRIENDS/FAMILY



**47%**

ARE NOT SEEING EXTENDED FAMILY THIS HOLIDAY SEASON DUE TO THE PANDEMIC



**26%**  
*staying in*

AND GOING TO BED EARLY THIS NYE

**WE'RE HAPPILY BIDDING ADIEU TO SOME TRADITIONS**

**40%**  
*secretly thrilled there's no office Christmas party*

SECRETLY THRILLED THERE'S NO OFFICE CHRISTMAS PARTY

**37%**

GLAD TO NOT DEAL WITH FAMILY ARGUMENTS

**40%**  
*are happy*

TO AVOID HOLIDAY SHOPPING CROWDS

**HALLOWEEN ISN'T CANCELLED**



**53%**

AMERICANS PLANNING TO DRESS UP IN COSTUME



**NEW YEAR RESOLUTIONS LOOK A LITTLE DIFFERENT THIS YEAR**

**38%**

AIM TO DO MORE COOKING AT HOME



**32%**

WANT TO WEAR SOMETHING OTHER THAN SWEATPANTS

**WHAT ABOUT...**

## Holiday Cocktails?

**Top 3 HOLIDAY COCKTAILS...**



**30%**

*Holiday Punch*



**24%**

*Espresso Martini*



**23%**

*Old Fashioned*

**25%**

RESPONDENTS ARE MAKING COCKTAILS AT HOME



**BERRIES ARE THE #1 FESTIVE INGREDIENT FOR COCKTAILS THIS HOLIDAY SEASON, FOLLOWED BY SPICES LIKE CINNAMON AND NUTMEG**

**NEARLY 26%**

PLAN TO CHALLENGE THEMSELVES TO USE HOT SAUCE LIKE SRIRACHA AS COCKTAIL INGREDIENT

**WHISKY, VODKA AND TEQUILA**

TOP 3 SPIRITS OF CHOICE FOR THE SEASON

**47% FEEL PREMIUM SPIRITS ARE CRUCIAL TO CREATING A FABULOUS HOLIDAY COCKTAIL**

## Mindful Drinking

**IS ON THE RISE**

**63%**

PLAN TO DRINK OR OFFER MORE low alcohol / no alcohol OPTIONS THIS YEAR

**55%**

PLANNING TO PARTAKE IN Dry January

**37%**

PLAN ON DRINKING less this season

**THIS HOLIDAY SEASON**



**67%**

ARE GIFTING THEMSELVES THIS SEASON/BUYING A 'gift for me'

**37%**

SAY THAT chocolate IS A CENTRAL COMPONENT OF THE HOLIDAY TABLE



**35%**

PLAN TO hand make MORE GIFTS THIS YEAR



**ALMOST 50%**



OF RESPONDENTS PLAN TO DECORATE FOR THE HOLIDAYS EARLY THIS YEAR



**50%**

PLAN TO GIFT MORE MEANINGFUL GIFTS THIS YEAR

**68%**

ARE SHOPPING FOR HOLIDAY GIFTS

online

©2020 BACARDI

BACARDI, THE BAT DEVICE & OTHER MARKS RELATED TO PRODUCTS IN THIS DOCUMENT ARE TRADEMARKS OF BACARDI & COMPANY LIMITED OR OF OTHER SUBSIDIARIES OF BACARDI LIMITED