

# Bacardi Cocktail Trends Report 2021

## RISE OF HOME PREMISE

40% OF CONSUMERS IN THE U.S. ARE INTERESTED IN MAKE-AT-HOME COCKTAIL KITS, FOLLOWED BY CANNED COCKTAILS AND GRAB-AND-GO OPTIONS (BOTH 37%)  
NIELSEN CGA ON-PREMISE SURVEY 2020

ONE IN FIVE UK CONSUMERS ARE HOSTING VIRTUAL COCKTAIL PARTIES FROM THEIR HOMES  
BACARDI HOLIDAY SURVEY 2020

RTD COCKTAILS SHOW A RISE OF 131% IN THE U.S. OFF-TRADE  
NIELSEN CGA 2020



## INCREASE IN Experimentation

20% KEEN TO SAMPLE NEW DRINKS

BACARDI HOLIDAY SURVEY 2020

## Top 5 TRENDING SPIRITS

- GIN (51%)
- MEZCAL (46%)
- TEQUILA (45%)
- VERMOUTH (38%)
- BITTER/AMARO LIQUEURS (38%)



## Trending COCKTAILS



BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## DARK SPIRITS CONTINUE TO rise

Rum is very steady compared to last year (26%)  
 Bourbon interest surged 12% in North America  
 Single Malts +24% global interest  
 Blended premium whisky jumped 12% in Western Europe  
 Whisky Highball greater excitement in Eastern Europe

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## Gin BOOMING IN EUROPE

WESTERN EUROPE BARTENDERS ARE AMONG THE BIGGEST GIN FANS GLOBALLY (SALES GROWTH IN UK, FRANCE, ITALY AND GERMANY)

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## TEQUILA TRENDING HIGH IN NORTH AMERICA

Tequila interest in North America is the strongest in the world and still growing (up 28%) driven by a resurgence in margaritas (+27%) and other tequila cocktails (21%).

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## Caffeinated BEVERAGES

COFFEE & TEA IN THE TOP 10  
 COFFEE (46%) AND TEA (28%)

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## POPULAR INGREDIENTS

FERMENTS (E.G. KOMBUCHA/KEFIR) 43%

ZERO-WASTE INGREDIENTS 43%

COFFEE 38%

FLAVORED TONICS 33%

FLAVORED SODA 31%

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## SUSTAINABILITY TAKES CENTER STAGE

70%

consumers in the U.S. and Canada think it is important that a brand is sustainable or eco-friendly.

IBM AND THE NATIONAL RETAIL FEDERATION STUDY 2020

## Desire for EXTREME FLAVOR PROFILES

Chili • Super Sweet • Sour • Bitter • Smoky



FLAVORMAN 2020

58% OF BACARDI BRAND AMBASSADORS IN NORTH AMERICA NOTICED INCREASED BARTENDER INTEREST IN ZERO-WASTE INGREDIENTS.

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020

## NoLo IS REAL!

High desire for low-ABV cocktails globally (47%). Nearly 3/4 of people worldwide plan to eat and drink more healthily as a result of the pandemic.

BENELO 2019

## MINDFUL CONSUMPTION

WESTERN EUROPE LEADS NO- AND LOW ALCOHOL TREND. GLOBALLY, 22% CONSUMERS ARE DRINKING LESS, WHILE 55% OF MINDFUL DRINKERS ARE CONSUMING LOW-ABV DRINKS.

BACARDI GLOBAL BRAND AMBASSADOR SURVEY 2020