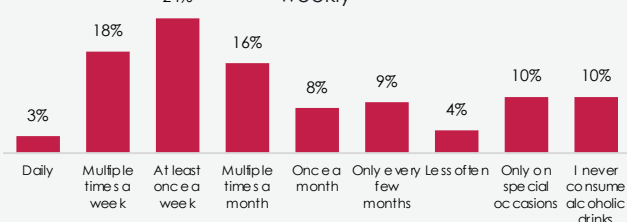


# Low and No Alcohol

Dry January might be over, but our habits and tastes are changing as are our attitudes towards living a healthier lifestyle. More of us are turning to low, or no, alcohol versions of popular drinks like beers and wine throughout the year. In our February survey we explored our Northern Ireland audience's opinions on low/no alcohol products. Here's a snapshot of what they told us...

## Alcohol consumption profiling

**9 in 10** consume alcoholic beverages with **45%** doing so weekly



## Low / no alcohol consumption

**52%**

consume low / no alcohol products with **14%** doing so regularly. A further **16%** never consume them but would consider doing so in future.

**62%**

opt for low / no alcohol beer making it the most popular drink choice whilst **24%** choose wine and sparkling wine and **21%** cider.

**56%**

say there is no particular time of year for consuming low/no alcohol but most drinking is done at home at the weekend.

## Low / no alcohol reasons



**49%**

drink low / no alcohol products when they are the designated driver



**27%**

drink low / no alcohol products so they don't have to rely on taxis



**32%**

drink low / no alcohol products to avoid exceeding unit intake



**18%**

drink low / no alcohol products to aid weight loss and fitness goals

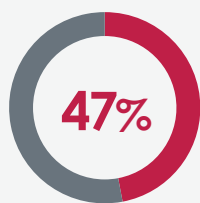
## Low / no alcohol consumption changes

**29%**

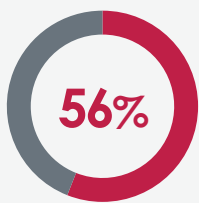
are drinking more low / no alcohol products than they were a year ago with **41%** expecting this to increase in the future



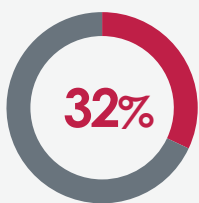
## Low / no alcohol consumer expectations



would like to see low/no alcohol brands promoted more frequently

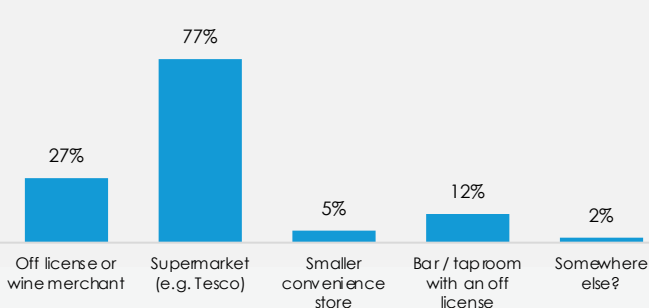


would like to see the price of low/no alcohol products reduced



would like to see brands to inspire them with choice and recipe ideas

## Low / no alcohol purchase locations



## MORE OPTIONS ON-TRADE

**45%**

would like to see more low/no alcohol options available in bars and restaurants

## NO (/ LOW) TASTE COMPROMISE

**23%**

think low/no alcohol products taste just as good as versions containing alcohol

## NO / LOW LOOKOUT

**17%**

Actively look out for new low and no alcohol products when out and about and whilst shopping

For more insights and opinions visit:

[workshopplay.ie/opinions](http://workshopplay.ie/opinions)