

CONSUMER SURVEY

Spirits



In an analysis of the US alcoholic beverage market, the market share of spirits has grown as consumers choose to drink better, not more. It has driven demand for premium products and ready-to-drink formats. According to the Distilled Spirits Council, 2021 was the 12th consecutive year spirits have taken market share away from beer. At the current trajectory, spirits (41%) will overtake beer (42%) in just a few years, even though beer sales have grown. Wine currently accounts for 16%.¹

At TricorBraun, our insights-driven approach to spirits packaging aims to differentiate your product from the competition. This approach ensures your spirits packaging creates brand loyalty and drives consumer sales – leading to your long-term success.

Whether you're in need of bottles, cans, or closures, we utilize consumer insights and our vast global supply chain to source or design the spirits packaging that will meet your goals and help you win.

To better understand consumer attitudes, purchase behaviors, and gain fresh insights into the spirits market, TricorBraun commissioned a survey among 1,025 adults aged 21+ in the United States who have consumed spirits in the past year, conducted online by The Harris Poll. **Read on for the major findings and how TricorBraun's unique solutions can help you.**

¹[CNBC](#)

Structural Design and Decoration Defines Positioning

46%

of spirit consumers believe bottles with **unique shapes, textures, or embossing** indicates a premium spirit product.



O'Neill Vintners & Distillery OMAGE
Winner: 2022 NACD Beverage/Spirit Category (Silver)



Distillerie 3 LACS
Winner: 2020 NACD Beverage/Spirit Category (Silver)

Package Differentiation Matters

75%

of spirit consumers admit they are more likely to purchase spirits if they come in **visually appealing packaging**.



Peg Leg Porker
Winner: 2021 NACD Beverage/Spirit Category (Gold)



Material Selection Matters

79%

of spirit consumers believe **glass** indicates a more premium spirit product.

61%

of spirit consumers believe **aluminum cans** indicate a more convenient spirit product.

42%

of spirit consumers, especially Gen Z and Millennials, **prefer aluminum cans over glass bottles for ready-to-drink cocktails.**



The 1970

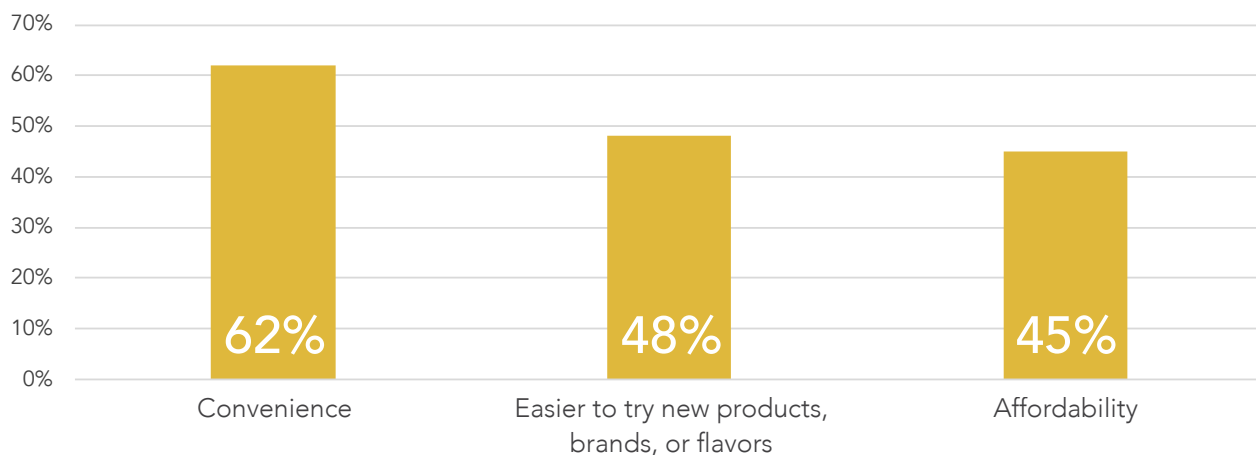
Winner: 2018 AmeriStar Package Award, Beverages - Alcoholic Category

Convenience Drives Single-Serve Demand

Top reasons spirit consumers drink **single-serve spirits**:



Stateside Vodka Soda



Our Capabilities

At TricorBraun, we leverage our **vast purchasing power, access, and scale** to get the products you need on time. Our global supply chain provides a reliable supply of quality, cost-effective packaging components, and our dedicated customer service team provides day-to-day guidance so you are supported every step of the way.

Whether your desired material is glass, plastic, aluminum, or something innovative, you can rely on TricorBraun to source or design the right package and be your partner throughout the process.

STAND OUT FROM THE COMPETITION WITH CUSTOM DESIGN

We offer **eye-catching graphic and industrial design** to wow your customers and drive sales. Depending on your needs, our team can:

- Provide custom design from the ground up
- Decorate a stock bottle with custom graphics
- Design a custom bottle to compliment your existing graphics

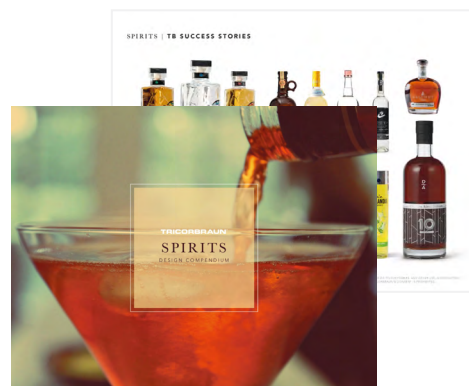
Additionally, we have material experts who can help ensure **successful commercialization** in conjunction with eye-catching design. Our team can advise what decoration would best communicate your brand story and provide unique textures and embossing to stand out from the competition.

Wherever you are in your packaging journey, we're here to help you win.

Evaluate Your Brand

Whether consumers are looking for convenience, indulgence, better-for-you options, or responsible formats, the right spirits packaging will position your product and your brand to resonate with consumers and drive sales success.

Depending on your brand objectives and commercialization timeline, TricorBraun can either recommend a stock solution from our robust global supply chain or custom design packaging that showcases your product and your brand for a quality, cost-effective packaging solution.



*Contact us today for a copy of our
Spirits Design Compendium*



Sharp edges, sloping shoulder and straight walls provide a modern aesthetic

Large deco space for PS label or silk screen

Stock closure



Concepts are designed for consumers, refined for manufacturability, and available for development.



Stock cork closure

Large deco space for
PS label or silk screen

Angular, stout profile
provides decanter
feel for countertop
presentation

This statuesque, sharp profile
demands consumer attention

Large deco space for
PS label or silk screen



ROPP closure



Stock cork closure

Large deco space for
PS label or silk screen

Stock closure

Broad, masculine
profile allows for
premium aesthetic

Rectangular footprint
and base flare provide
a timeless look

Large deco space for
PS label or silk screen



More About the Survey

TricorBraun's survey was conducted online by The Harris Poll on behalf of TricorBraun between March 31 - April 4, 2022, among 1,025 adults age 21+ who have consumed spirits (cocktails or liquor) in the past 12 months.

The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence scale. This credible interval will be wider among subsets of the surveyed population of interest.