

FutureBridge

What is? Drinking Culture In Transition

The relationship between consumers and alcohol is undergoing significant transformation, particularly as younger demographics enter the market. The shift is not solely driven by rising popularity of non-alcoholic alternatives but also by a notable change in preference from strong spirits to more versatile formats, such as cocktails, even within the shot category.

Understanding the drivers behind alternative drinking behaviors is crucial. Health and wellness has emerged as a key motivator for non-alcoholic beverage consumption. This evolving mindset presents an opportunity for beverage brands to innovate, particularly in the realm of psychoactive, functional non-alcoholic drinks. Additionally, the 'shot' format remains an underexplored space within this segment.

+49%

Of British drinkers prefer a cocktail shooter shot over a traditional spirit shot due to its 'appetising taste'
(Paragon Brands)

41%

Of non-alcoholic drinkers say they are choosing no or low-alcohol drink options due to health and wellness needs

What if? Psychoactive non-alcoholic shooters

Consumers purchase non-alcoholic fruity spirit alternative designed to drink as an intense shot. Each 'spirit' focuses on a single psychoactive benefit celebrating the core ingredient linked to the claim. The non-alcoholic range includes:

- ❖ Lion's Mane Citrus Sharpener – Spiced citrus spirit with flavors of lemon and kumquats – For focus
- ❖ Kava 'Down-to-Earth' mini-stout – A earthy mellow ale – For anxiety
- ❖ L'Theanine Espresso Punch – An energizing espresso 'not' martini – For social comfort

Occasions to target:

Gaming
e.g. Focus drink to be enjoyed gaming

First Dates
E.g. Confidence with control

In-Work Environment
E.g. Working social event

What now? The BIG questions

If the functional beverage market is expected to grow to \$339bn by 2030, then the non-alcoholic alternative segment will play a large role, but

- ❖ Will consumers want to replicate the alcohol occasions with alternatives?
- ❖ Will consumers trust psychoactive ingredients?
- ❖ Will ingredients with a psychoactive response act quick enough to meet the occasion's need?

Imagine a world where consumers

'PRE-GAME'

Any social occasion with psychoactive ingredients



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.