

The GEN Z Perspective: The Future of Socialising

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What do we know about GenZ...

72%

of 18-24's consume alcohol at least once a week (LOWEST consumption age group & BIGGEST decline)

60%

Planning to moderate their alcohol intake over next 12m (v 50% ave)

28%

of 18-24's are teetotal (vs 24%) (highest increase)*



They moderate differently

“Not drinking alcohol AT ALL”
AND
“Drinking less alcohol on the occasions in which I do drink”



18-24

“Drinking less alcohol on the occasions in which I do drink”



25-34

“Reducing the days in the week in which I drink alcohol ”



35+



Source: KAM Low+No 2023: The Customer Perspective

WHY do they drink less alcohol...

1. To save MONEY
2. To improve PHYSICAL HEALTH / FITNESS
3. Improve APPEARANCE (32% vs 17%)
4. Better CONTROL over my behaviour (24% vs 15%)

Unique to GenZ



Their relationship with Low+No

34%

of 18-24 year-olds are now drinking MORE Low & No vs 12m ago (**this is the highest age group**)

59%

will research Low & No range BEFORE choosing a venue (when moderating) (**highest age group**)

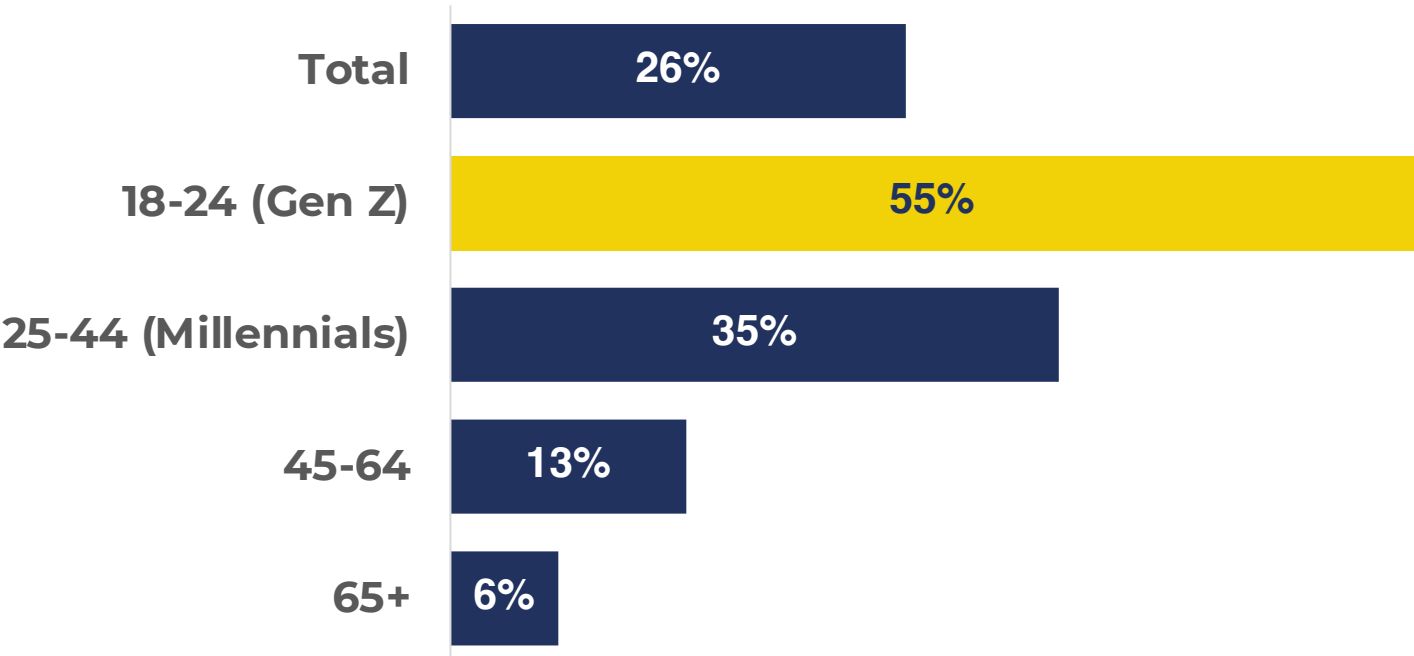
MOST likely age group to ask bar staff for help/advice/suggestions on low & no....

...LEAST likely age group to find advice/info useful



They're early adopters of CBD infused products

Q. Have you ever tried CBD infused products?

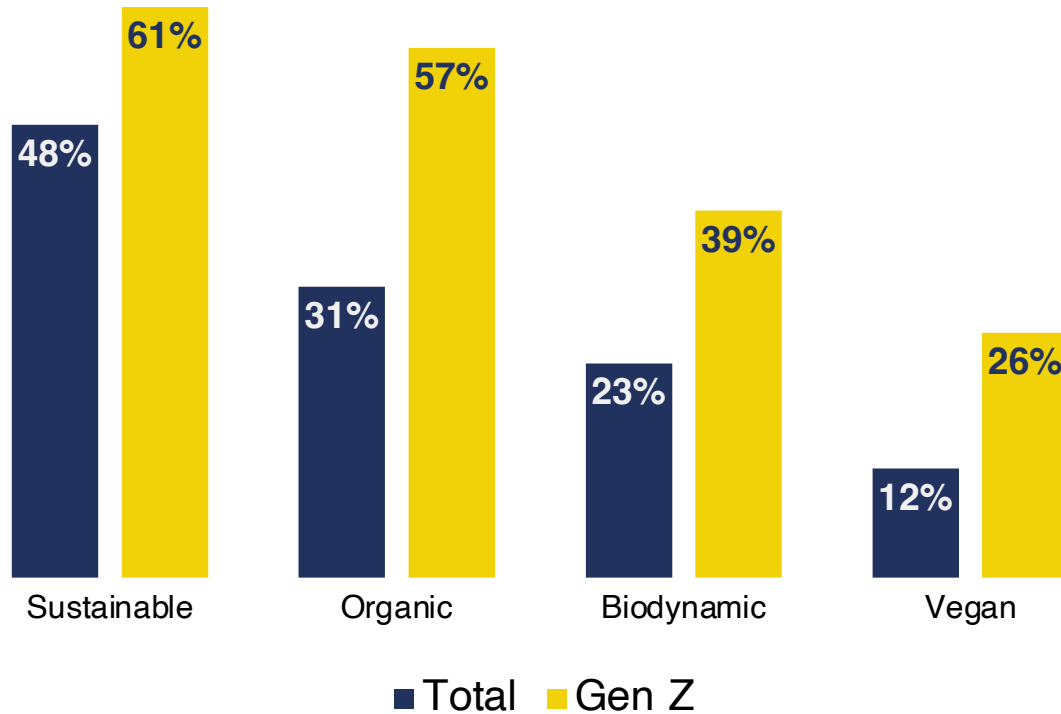


Source: KAM Low+No 2022: The Customer Perspective

Q. Have you ever tried CBD infused products?

They're more concerned about the 'path to plate' (or glass)

% Important when choosing wine to order



91%

Want the info on menus
vs 74% ave

*“What’s going into my
body, and why?”*
Gen Z

Their socialising is not as 'booze-centred'

How often do you visit a pub
and NOT drink alcohol?

30%

say **ALL** or **MOST** of the time

Vs 21%

(50% for restaurants)

*"We have more to do
than drink & take drugs"*

Gen Z



They're looking for alternative "activity-led" ways to socialise

97%

"I want pubs/bars to provide me with an experience *I can't get at home*"

V 88% ave

55%

"I want to MORE pubs/bars to offer elements of competitive gaming"

V 50% ave

52%

"I'm visiting competitive socialising venues MORE vs last year"

V 32% ave



A decent AF experience will be key to staying relevant for GenZ

When moderating their alcohol intake...

63%

are put off visiting pubs/bars because *there is not enough choice of low & no*
Vs 42%

1-in-10

have *LEFT a pub* in last 3 months due to lack of alcohol-free options





LOW+NO / 2023

THE CUSTOMER PERSPECTIVE



KAM



**LUCKY
SAINT**
ALCOHOL FREE SUPERIOR UNFILTERED LAGER

The full **Low+No 2023 report**, is available to KAM [“Access All Areas”](#) subscribers or you can [purchase here](#) for £495.