

NEARLY HALF OF AMERICANS PLAN TO DRINK LESS ALCOHOL IN 2025, UP 44% FROM 2023, ACCORDING TO NCSOLUTIONS

- *Thirty percent of Americans are taking part in this year's Dry January, a 36% increase from 2024*
- *Consumers bought 22% more nonalcoholic beer over a 12-month period ending November 2024 compared to the same period previously*
- *Almost two-thirds of Gen Zers (65%) plan to drink less and 39% say they'll adopt a dry lifestyle in 2025*
- *35% of Gen Z and millennials discover new nonalcoholic beverages on social media, while 28% have tried an alcohol-free drink based on a celebrity or influencer endorsement*

NEW YORK, Jan. 21, 2025 /PRNewswire/ -- Nearly half (49%) of Americans say they plan to drink less alcohol in 2025, a 44% increase since 2023 and further proof the sober curious movement continues to gain momentum. The percentage of those planning to cut back on alcohol consumption has been trending consistently upward over the last three years. In 2023, 34% of Americans planned to drink less. In 2024, that percentage rose to 41%.

The sober curious movement is impacting consumer shopping behavior, according to NCSolutions purchase data.

In 2025, 30% of Americans say they are taking part in Dry January, the annual challenge to abstain from alcohol – a 36% increase from 2024.

The latest findings are from a 2025 consumer sentiment survey about the sober curious movement, a follow up to 2023 and 2024 surveys, which also focused on consumer interest in nonalcoholic beverages. The surveys were commissioned by [NCSolutions \(NCS\)](#). The findings

also include an analysis of NCS proprietary consumer purchase data. NCS is the leading company for improving advertising effectiveness for the consumer packaged goods (CPG) ecosystem.

Consumer purchases of nonalcoholic drinks on the rise

The sober curious movement is impacting consumer shopping behavior, according to NCSolutions purchase data. Dry January is the least popular month to buy alcohol. In 2024, purchases of spirits dropped 39% in January compared to the month prior. Wine purchases fell 36%, and beer/cider/hard seltzer purchases decreased 21% over the same period.

Meanwhile, purchases of nonalcoholic drinks are on the rise. NCSolutions purchase data shows a 22% increase in nonalcoholic beer purchases from December 2023 - November 2024 in comparison to a year prior.

"As more consumers, especially younger ones, embrace a sober curious lifestyle, we're seeing a change in purchasing behavior following this cultural shift," said Alan Miles, chief executive officer, NCSolutions. "NCS data shows the demand for new nonalcoholic beverage options grew steadily over the last three years. Beverage brands are meeting and contributing to this demand with new nonalcoholic products on the shelves."

Nonalcoholic options extend beyond beer, wine and spirits to THC- and CBD-infused drinks. In 2025, 26% of consumers say they are interested in trying these cannabis-infused drinks. Younger generations are more interested in trying these options in 2025 – the newest findings indicate 38% of Gen Z and 37% of millennials expressed interest, compared to 30% of Gen Z and 32% of millennials in 2024.

Youngest generation leading the way to a dry lifestyle

Over two-thirds (65%) of Gen Zers say they plan to drink less alcohol in 2025, a much higher percentage than other generations. By comparison, only 57% of millennials, 49% of Gen Xers and 30% of boomers plan to cut back.

In addition, 39% of Gen Z plan to adopt a dry lifestyle, not just during January, but during all of 2025. That marks a significant shift toward the sober curious movement for this generation compared to older generations. Only 19% of Gen Z said they didn't drink any alcohol in 2024, a percentage similar to millennials (18%) and Gen X (19%). However, just 19% of millennials and Gen X, along with 10% of boomers, said they planned to adopt a dry lifestyle this year.

Where the sober curious go for alcohol-free drinks

Over the last year, 37% of Americans say they've noticed more restaurants, bars and stores offering nonalcoholic options. Younger generations are more likely to have noticed new options including 53% of Gen Z and 49% of millennials.

When shopping for nonalcoholic drinks, 37% of Americans head to the grocery store and 30% to a superstore, while 20% purchase alcohol-free beverages in restaurants. They also shopped for nonalcoholic options at convenience stores and wholesale clubs. Our survey respondents could select all relevant responses since shopping often occurs in multiple locations.

Marketing to the sober curious

Social media is a highly effective channel for Americans to learn about new alcohol-free drink options. This is especially true for younger generations: 35% of Gen Z and millennials discover new nonalcoholic beverages on social media compared to 22% of Gen Xers and 18% of boomers.

Younger generations are influenced by the recommendations of celebrities and influencers. More than one in four (28%) of Gen Z and millennials have tried an alcohol-free drink endorsed by a celebrity or influencer.

When new beverage products are marketed as aligned with the sober curious lifestyle, 43% of Gen Z and 33% of millennials say they are more likely to buy it - compared with just 16% of Gen X and 10% of boomers. Overall, 75% of Americans say they are most likely or as likely to try a new beverage product in 2025 if it is marketed as aligning with the sober curious lifestyle, up from 70% in 2024.

"Over three years of data, the trend couldn't be more clear – younger consumers are strongly motivated to drink less alcohol than their parents and their grandparents," said Miles. "As our analysis shows, Gen Z and millennials are heavy social media consumers and put trust in influencers. Beverage brands can expand their market for nonalcoholic options by targeting the right audiences in the right places with messaging that aligns with the sober curious lifestyle. In addition, they can partner with like-minded influencers."

Additional results are available on our [website](#).

ABOUT NCSOLUTIONS

NCSolutions (NCS) makes advertising work better. Our unrivaled data resources, powered by leading providers, combine scientific rigor and leading-edge technology to empower the CPG ecosystem to create and deliver more effective advertising. With NCS's proven approach, brands are achieving continuous optimization everywhere ads appear through purchase-based audience targeting and sales measurement solutions that have impacted over \$25 billion in media spend for our customers. Visit us at ncsolutions.com to learn more.

About the NCS Consumer Sentiment Surveys

NCSolutions commissioned consumer sentiment surveys each year from 2023 to 2025, asking Americans about their drinking habits and preferences. In the latest survey, 1,131 U.S. adults ages 21+ were asked about their drinking habits and preferences. Results were weighted to be representative of the U.S. population by age, gender, region, ethnicity, marital status, education level and household income.

About NCS Purchase Data

NCS provides purchase insights to brands to help them target, optimize, measure, and enable sales-based outcomes. NCS's representative and balanced consumer CPG purchase data set consists of the industry's preeminent and comprehensive sources. It is inclusive of actual purchase data (transaction information) from big-box retailers, supermarkets, drug stores, convenience stores, and other retail channels at which American households buy CPG products spanning 340+ grocery categories. The NCSolutions purchase data was analyzed in December 2024.

Fair Use

When using this data and research, please attribute by linking to this study and citing [NCSolutions](#).

SOURCE NCSolutions

For further information: Feintuch Communications, Henry Feintuch / Doug Wright, 914-548-6924 / 201-952-6033, ncs.press@ncsolutions.com

Additional assets available online:  [Photos \(3\)](#)