

13<sup>th</sup> March 2024

## **Consumers want wider range of healthy beverages as they cut back on alcohol, Prinova research finds**

Consumers are turning to tea, coffee and energy drinks as they reduce their alcohol intake, Prinova research has shown. The report also suggests that even more drinkers – younger ones in particular – would cut back if a wider range of healthy non-alcoholic beverages were available.

To explore current trends in the beverage space, Prinova, the leading provider of bespoke premixes and blends, surveyed 1277 physically active European consumers.\* More than four in ten (42.5%) said they had reduced their alcohol intake over the past three years, compared to just 15% who reported drinking more. Consumers aged 25-34 were the most likely to say they were consuming less alcohol.

Among those who had cut down on alcohol, most were turning to healthier beverage options including coffee, tea, still water and juices / smoothies, with preferences varying by age, gender, and location. Consumers over the age of 65 were five times more likely than average to have increased their consumption of dairy beverages, while alcohol-free beer was significantly more popular with older age groups than Gen Z.

Over a third (35%) of men who had cut down on alcohol were drinking more energy drinks as a result. Energy also emerged as the top wellness benefit sought in healthy beverages, ahead of hydration and post-exercise recovery.

In the cohort who had *not* reduced their alcohol intake, over half said they would be likely to do so if a wider range of healthy beverages were available. This was particularly true of millennials (64%).

When asked which ingredients they most looked for in healthy drinks, 65% of respondents picked vitamins and 48% chose minerals. Plant protein also scored highly as a desirable beverage ingredient, ahead of both fruit and whey protein. Other purchase drivers for healthy beverages included affordability, natural ingredients, trusted brand, and scientifically proven ingredients.

James Street, Global Marketing Director at Prinova, said: “Consumers are increasingly re-evaluating their relationship with alcohol, whether that means embracing the ‘sober-curious’ trend, or simply moderating their intake. However, our research also suggests that many more would be persuaded do so if they could replace booze with appealing healthy alternatives. Given the scale of this market need, and the increasingly wide range of on-trend functional ingredients available, it’s clear that there are still huge opportunities for innovation in the functional beverage space.”

With the world's largest inventory of food-grade single vitamins, and as the leading supplier of vitamins B and C, Prinova can help manufacturers create beverages with premium micronutrients. Its other solutions include enduracarb®, a slow-release “double sugar” which is ideal for energy drinks and sports nutrition beverages, and AlphaTea™, a 100% natural solution for functional beverages derived from green tea extract.

For the full results of the research, download the White Paper from: <https://tinyurl.com/8u2knyb6>

\*Online survey of consumers in France, Germany, Italy, Spain and the UK.

#### **About Prinova Europe**

Prinova is a leading global supplier of ingredients and premix manufacturing solutions for the food, beverage and nutrition industries. Prinova holds strategic stocks in numerous distribution centres around the world to ensure continuity of supply and has liquid and dry premix manufacturing facilities in the UK, China and the USA. Prinova's premix business is underpinned with over 40 years of experience in ingredient sourcing and distribution, servicing their customers with global inventories, market expertise and leading market positions in Vitamins, Amino Acids, Sweeteners, Preservatives, Proteins, Aroma Chemicals and more.

For more information visit: <https://www.prinovaglobal.com/eu/en>

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