

# No/Low Alcoholic Drinks: Evolution, Drivers and Future

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## INTRODUCTION

Scope

Key findings

## LOW ABV: INTOXICATING PERFORMANCE

Low ABV, high expectations

Flavour versus functionality

New occasions: new channels

Culture, lifestyle and drinking rituals determine no/lo focus

Performance beers? Rec League by Harpoon Brewery

Hop flavoured water with a twist; WTR by Constellation Brands

Natural high? spirited Euphoria by the Endorphin Dealer Institute

No/low and cannabinoids: the holy grail?

## MODERATING MODERATION?

COVID-19 merely accelerated pre-existing mindful drinking habits

Premiumisation peaks?

Avoiding intoxicatingly irrational exuberance; no/low in context

Hard seltzers' moderating performance: a cautionary tale?

The new roaring 20s? the rise of "revenge convivialité "

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