



# 2024 BACARDI COCKTAIL Trends Report



## TOP BAR CALLS FOR 2024

01. GIN & TONIC   28%	11. SPRITZ   15%
02. MOJITO   27%	12. MARTINI   14%
03. MARGARITA   20%	13. IRISH COFFEE   14%
04. BLOODY MARY   20%	14. VODKA SODA   14%
05. WHISKY AND COKE   19%	15. COSMOPOLITAN   14%
06. PIÑA COLADA   19%	16. ESPRESSO MARTINI   13%
07. DAIQUIRI   18%	17. CAIPIRINHA   12%
08. RUM AND COKE   17%	18. TEQUILA SUNRISE   11%
09. GIN LEMONADE   17%	19. WHISKEY HIGHBALL   10%
10. VODKA LEMONADE   15%	20. TEQUILA SODA   10%

BACARDI GLOBAL CONSUMER SURVEY

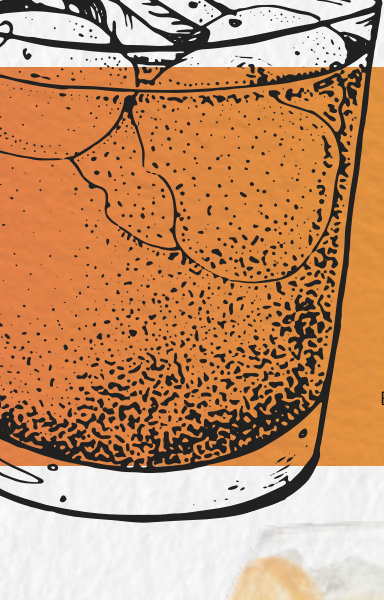
### NEXT TO Explode

17% MEZCAL

14% RUM-AGED

14% NON-ALC

BACARDI GLOBAL BRAND AMBASSADOR SURVEY



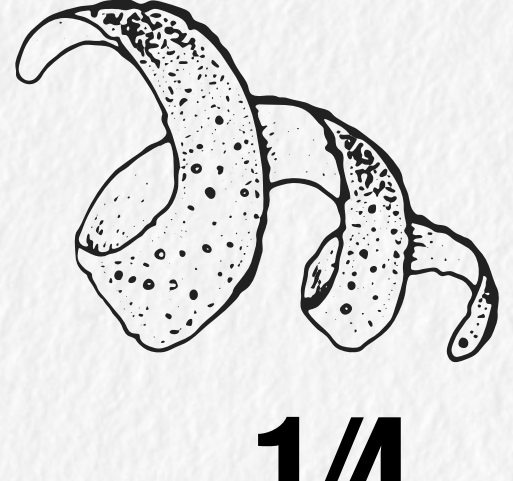
### QUALITY #1

REASON TO PAY MORE FOR A DRINK IN U.S., UK, SPAIN, FRANCE, GERMANY, TOKYO

BACARDI GLOBAL CONSUMER SURVEY

70% WOULD PAY MORE FOR QUALITY SPIRITS

## THE SIPPING Spectrum



ALMOST 1/2

OF NOLO CONSUMERS CHOOSE NOLO OPTIONS ON CERTAIN OCCASIONS AND FULL STRENGTH ON OTHERS

IWSR

1/4 U.S. DRINKING MORE LOWER ALCOHOL COCKTAILS YEAR ROUND

1/3 FRANCE, GERMANY, TOKYO AND CANADA

BACARDI GLOBAL CONSUMER SURVEY

## AGAVE SPIRITS LEAD Preminimization



#1 TEQUILA



UP NEXT MEZCAL

## TOP FLAVORS GROWING IN POPULARITY



Herbs



Spicy



Tropical

## TOP INGREDIENTS BARTENDERS Want to Experiment With

46%

ZERO WASTE INGREDIENTS

28%

FLAVORED SODA

36%

FERMENTS (E.G. KOMBUCHA/KEFIR)

27%

HERBS / HERBAL

33%

AROMATIC / FLAVORED BITTERS

27%

OILS

29%

SPICY / SPICES

25%

COFFEE

29%

SPICY / SPICES

24%

FLAVORED TONICS

## Escapism ELIXIRS

74%

LIKE PRODUCTS WITH NEW, UNUSUAL TASTES

MINTEL

Color

#1 REASON FOR PHOTOGRAPHING A DRINK

BACARDI GLOBAL CONSUMER SURVEY

More than 1/3

OF RESPONDENTS ARE LOOKING TO ENJOY MORE SUNDOWNER COCKTAILS OVER THE NEXT YEAR. (SOUTH AFRICA AND INDIA)

BACARDI GLOBAL CONSUMER SURVEY

## NOTES OF Nature

51%

INDIA

47%

S.AFRICA

44%

MEXICO

31%

U.S.

INTEND TO CONSUME MORE COCKTAILS MADE WITH NATURAL INGREDIENTS

BACARDI GLOBAL CONSUMER SURVEY

## TOP SUSTAINABILITY Themes



52%

REDUCING SINGLE-USE PLASTIC



42%

RECYCLABLE PACKAGING



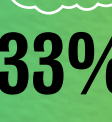
38%

HELPING PRESERVE CLEAN WATER



37%

BUYING LOCAL



33%

REDUCING CARBON FOOTPRINT



30%

SUSTAINABLY SOURCED INGREDIENTS

BACARDI GLOBAL CONSUMER SURVEY

## TECH-ENHANCED Tastes

8 IN 10

YOUNGER RESPONDENTS WILL EXPLORE AI-RECOMMENDED DRINKS

(U.S., GERMANY, SINGAPORE, SPAIN AND SOUTH AFRICA).



HOWEVER, APPROX 60% WOULD MISS HUMAN TOUCH AND CONNECTION OF COCKTAIL-ORDERING

(U.S., UK, GERMANY, FRANCE).

BACARDI GLOBAL CONSUMER SURVEY



SPECIFIC STATISTICS AND EXAMPLES ARE REFERENCED AND WEB LINKED THROUGHOUT THE COMPLETE BACARDI COCKTAIL TRENDS REPORT.

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