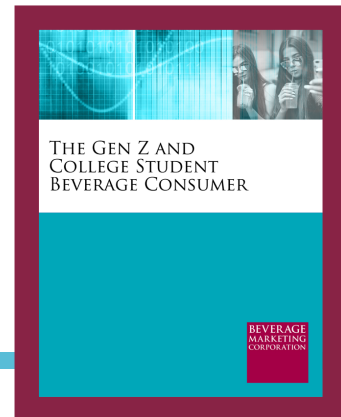


THE GEN Z AND COLLEGE STUDENT BEVERAGE CONSUMER

2021 EDITION (Published March 2021. Data through 2020.)

More than 25 PowerPoint pages, with text analysis, graphs, charts and tables



What is Gen Z drinking? What impacts college students' beverage choices? This report, a study of College Millennial Consumers (CMCs) delivers answers via a survey of more than 1,200 college/university students throughout the U.S. concerning their attitudes toward and consumption of non-alcoholic and alcoholic beverages.

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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

The Gen Z and College Beverage Consumer, conducted for Beverage Marketing Corporation by Riddle & Bloom, a Boston-based college marketing and insights agency, queries college/university students throughout the U.S. on their various beverage consumption habits and attitudes — thus helping to provide marketers with a map of where the college student consumer may be trending. This is the fourth year Beverage Marketing Corporation has teamed with Riddle & Bloom.

Questions answered include:

- Through a series of charts and commentary, this insightful beverage industry research report looks at behaviors and attitudes of college age millennial consumers (CMCs) towards a myriad of topics, including where they buy or make their coffee, behavior towards nutrition labels, favorite social media app and more!
- How much is spent on alcohol and what alcohol segments are most popular?
- Which beverage do college students view as the most optimal "pick-me-up"?
- What are the top issues that college students deem important today?

THIS REPORT FEATURES

This unique report pairs the survey data about the attitudes/behaviors of college students with analysis of the beverage industry which explains the "story behind the numbers." This market report is meant to provide busy executives with a quick but comprehensive view of trends. An ideal report to kick off brainstorming sessions or to set the stage for other further research. In this report, users get a feel for college student attitudes and behaviors towards beverages including:

- Students' view on food and drink and factors that most influence students' purchase and consumption of beverages
- Beer and seltzer brand preferences and even a frank look into students' illegal drug usage
- The average amount that students spend on beverages and other items in stores and online on a monthly basis
- College students' attitudes towards alcoholic beverage types
- Attitudes towards bottled water and recyclability that would have future implications for the bottled water industry



THE GEN Z AND COLLEGE STUDENT BEVERAGE CONSUMER

BEVERAGE
MARKETING
CORPORATION

The Gen Z and College Student Beverage Consumer

March 2021



RESEARCH • DATA • CONSULTING



RIDDLE & BLOOM

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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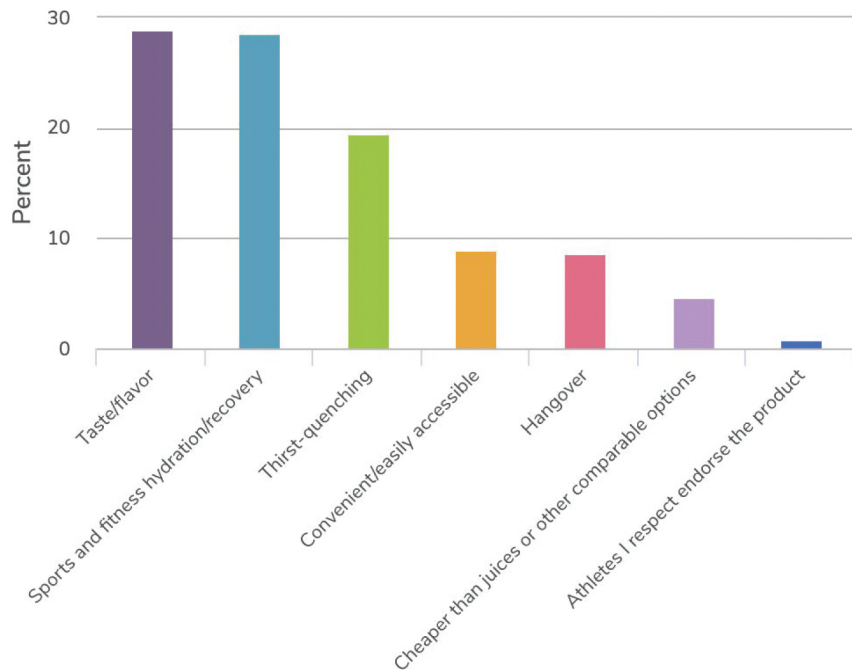
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Students are most likely to drink sports drinks for hydration/recovery (█%), taste/flavor (█%), and to quench thirst (█%)



- In last year's survey, half of students drank sports drinks for hydration and recovery.
- These top three responses remain consistent across genders
- Freshmen: hydration/recovery (█%), taste/flavor (█%), thirst-quenching (█%)
- Seniors: taste/flavor (█%), convenient/easily accessible (█%), hydration/recovery (█%)
- Northeast: hydration/recovery (█%), taste/flavor (█%), thirst-quenching (█%)
- NW: hydration/recovery (█%), thirst quenching (█%), taste/flavor (█%)
- While the top three remain the same in the West, they are less likely to drink to quench thirst (█%)
- Canada: taste/flavor (█%), thirst quenching (█%), hydration/recovery (█%)

Q: Which best describes why you drink sports drinks like Gatorade or Powerade?

The most popular type of alcohol drink is spirits/cocktails

- Overall, students ranked these drinks as follows:
 - #1: ██████████
 - #2: ██████████
 - #3: ██████████
 - *This was the same ranking that we saw in last year's survey.
- When only looking at male students, spirits/cocktails were still the most popular, followed by beer and then wine. For females, spirits/cocktails were the most popular, followed by wine and then beer.
- Freshmen showed the same order of preference as males (see above), while sophomores, juniors and seniors followed the pattern for females.
- Rankings do not change by region in the U.S., but Canadian students prefer beer over wine (with spirits/cocktails coming in first).
- In the general population, beer continues its long-term under-performance versus spirits and wine. There is a silver lining, however. While traditional "yellow" beer has declined, differentiated segments such as malt-based hard seltzers have surged, with no sign of slowing in early 2021.
- The wine industry's tepid growth can be attributed to multiple factors, including an aging Baby Boomer generation consuming less wine, millennials who aren't consuming wine at the rate of previous generations and the growth of new substitute products, such as hard seltzer, and innovative products from the craft beer and spirits segments.
- The spirits industry has been the darling of the beverage alcohol industry over the past decade with sustained growth despite a change in market dynamics.

Based on your alcohol consumption over the last year, please rank your consumption of the alcohol types below (where #1 is the most often consumed).