

2026 Future of Drink

PREVIEW REPORT

DATASENTIAL



2026 FUTURE OF DRINK

Preview Version

In This Preview

The 2026 Future of Drink report from Datassential dives deep into what's shaping beverage innovation today — from the most opportunity-rich parts of the menu. Featuring 137 tested trends across cocktails and spirits, beer, and wine, the report also spotlights the top 20 overall trends, detailed splits by demographic and venue, and cross-category favorites with strong consumer appeal, complete with awareness, interest, and Menu Adoption Cycle (MAC) stage data.

Methodology

The data populating this report is from an online survey fielded October 2025.

- More than 3,000 consumers were surveyed overall
- All were 21+ and enjoy adult beverages once every couple of months or more often
- Consumer makeup reflected U.S. Census demographic splits

About the full 2026 Future of Drink Report

The full 2026 Future of Drink report delivers hundreds of data-backed insights across the entire beverage spectrum — from beer, wine, and spirits to fast-growing categories like CBD and alternative beverages. With detailed venue profiles, demographic breakouts, and trend themes that map today's and tomorrow's beverage landscape, it's an essential guide for foodservice professionals looking to stay ahead of shifting consumer tastes.



New Trends

Trends we asked about for the first time in 2025.

AI generated flavor profiles

Arak

Beer bottle cocktails

Carajillo

Carbonated cocktails

Chicha

Clarified cocktails

Cold foam on cocktails

Dampfbier

Fermented cocktails

Hyper-local ingredients

Joppenbier

Kanna

Large-format ice

Luxury collections
(whiskey, tequila, rum)

MSG as a cocktail ingredient

Nugget ice

Psilocybin microdosing

Raicilla

Rakija

Regenerative agriculture wineries

Roggenbier

Smooth sours/smoothie beers

Yemeni coffee houses

Moved to Later Stage or Fizzled Out

Some trends that are no longer tracked in this report can be found in other Datassential tools, MACs, and publications.

Alcohol-free beer

Alcohol-free liquors/spirits

Alcohol-free wine

Beer cocktails

Beer with a hint of lime

Craft “mocktails” (no alcohol)

Fat washing

Hard soda

Hard/spiked coffee

“Milkshake” IPAs

New England/hazy IPA beer

NFT collections/auctions for alcohol

Ranch water

Rosé cider

Single-serve, bottled or canned, ready-to-drink cocktails

Specialty global beer styles

Unique-flavored hard ciders

Upcycled spirits and wine

Vegan cocktails

Wines from unique areas of the US

Zero-waste bar programs

Top 20 Trends Overall

Among trends tested, consumers are most interested overall in innovations in wine such as fruit wines, natural wine, wine cocktails, wines from unique international areas, dessert wines, and flavored wine.

Interest is also high for offerings that are tied to personal values such as natural wine, drinks for a cause, sustainably produced adult beverages, and alternative sustainable packaging.

Top trends tend toward a sweeter flavor profile with dessert wines, functional sodas, and highbrow Jello shots all making the top 20.

Consumers have high interest in alcohol on tap with both wine on tap and cocktails on tap in the top 20 trends tested.

	% Aware	% Interested
1. Fruit wines	70%	73%
2. Natural wine	53%	69%
3. Wine cocktails	70%	67%
4. Drinks for a cause	36%	65%
5. Wines from unique international areas	59%	65%
6. Sustainably-produced adult beverages	39%	64%
7. Dessert wines	71%	64%
8. Flavored wine	58%	64%
9. Luxury collections of whiskey, tequila, and rum	60%	63%
10. Wine on tap	48%	62%
11. Menu-free beverage programs	34%	62%
12. Tea-based alcoholic beverages	61%	62%
13. Cocktails on tap	41%	61%
14. Large-format ice	40%	60%
15. Alternative sustainable packaging	47%	59%
16. Sparkling red wines	58%	59%
17. Functional sodas	66%	58%
18. Wines aged in spirit barrels	49%	58%
19. Highbrow jello shots	54%	58%
20. Orange wine	26%	58%

Top Trends by Gender

Women are more drawn than men to many types of wines such as dessert wines, frizzante wines, orange wines, and sparkling red wines. Women also show a higher interest in sustainable offerings including regenerative wineries and alternative sustainable packaging.

Men are more likely than women to have higher interest in spirit-based beverages such as Japanese whisky, spirits aged in wine barrels, Cristalino tequila, and corn whiskey. They also tend toward sweeter offerings like highbrow Jello shots and functional sodas.

WOMEN	% interested
1. Fruit wines	77%
2. Wine cocktails	71%
3. Dessert wines	70%
4. Flavored wine	68%
5. Drinks for a cause	68%
6. Natural wine	68%
7. Wines from unique international areas	67%
8. Menu-free beverage programs	63%
9. Regenerative agriculture wineries	62%
10. Wine on tap	61%
11. Cocktails on tap	61%
12. Alternative sustainable packaging	61%
13. Frizzante wines	61%
14. Tea-based alcoholic beverages	61%
15. Orange wine	60%
16. Sparkling red wines	59%
17. Sustainably-produced adult beverages	59%
18. Large-format ice	59%
19. Luxury collections of whiskey, tequila, and rum	58%
20. Wines aged in spirit barrels	58%

MEN	% interested
Natural wine	70%
Sustainably-produced adult beverages	70%
Fruit wines	68%
Luxury collections of whiskey, tequila, and rum	67%
Japanese whisky	64%
Wines from unique international areas	63%
Wine cocktails	63%
Wine on tap	63%
Tea-based alcoholic beverages	63%
Cocktails on tap	62%
Drinks for a cause	62%
Highbrow Jello shots	61%
Functional sodas	61%
Spirits aged in wine barrels	61%
Large-format ice	60%
Menu-free beverage programs	60%
Cristalino tequila	60%
Corn whiskey	60%
Flavored wine	60%
Mini bottles/cans of beer	59%

Cross-Over Creations

To maximize appeal across consumers, there are more offerings that blur the boundaries of traditional alcoholic beverages. Now soda can be alcoholic, beer can be a cocktail, whiskey a seltzer, and so much more. These drinks don't bother "staying in their lane" and the rules are gone for where certain types of alcohol "belong."

TRENDS INCLUDE	AWARENESS	INTEREST	MAC STAGE
Wine cocktails	70%	67%	Proliferation
Tea-based alcoholic beverages	61%	62%	Adoption
Functional sodas	66%	58%	Proliferation
Carbonated cocktails	46%	56%	Inception
Craft/signature shots	44%	55%	Adoption
Carajillo	34%	55%	Adoption
Wine seltzer	55%	52%	Adoption
Beer bottle cocktails	40%	50%	Inception
Gin-based hard seltzers/canned cocktails	45%	50%	Adoption
Rosé beer	29%	50%	Inception
Whiskey-based hard seltzers	45%	49%	Adoption

TRENDS INCLUDE	AWARENESS	INTEREST	MAC STAGE
Cannabis/THC-infused beverages	53%	46%	Adoption
Fortified wine cocktails	34%	46%	Adoption
CBD-infused beverages	56%	46%	Adoption
Smooth sours/smoothie beers	30%	44%	Inception
Alcohol-infused tonic waters	33%	44%	Inception
Fermented cocktails	34%	44%	Inception
Alcohol-infused waters	28%	42%	Inception
Tea-based beer or spirits	30%	42%	Adoption
Kanna	17%	38%	Inception
Psilocybin microdosing	31%	34%	Inception

MAC MOVER

Low-alcohol “session” beers & ciders

Easy-drinking beers or ciders that are very low in alcohol (less than 3% ABV) and can be enjoyed over a longer "session" of drinking.

49% awareness

+5% VS 2024

47% interest

+8% VS 2024

MAC STAGE

PROLIFERATION

adoption in 2024



Low-alcohol cocktails

Cocktails that are very low in alcohol (less than 3% ABV).

63% awareness

+5% VS 2024

51% interest

+5% VS 2024

MAC STAGE
ADOPTION



Non-alcoholic- only distillery tasting rooms & retail stores

Bars, tasting rooms, and retail stores exclusively selling non-alcoholic distilled beverages that mirror alcoholic beverage counterparts.

34% awareness

+3% VS 2024

41% interest

+10% VS 2024

MAC STAGE
ADOPTION



Functional beer

Beers that are being brewed with functional benefits and ingredients like electrolytes and spirulina.

31% awareness

+7% VS 2024

46% interest

+2% VS 2024

MAC STAGE
INCEPTION



Wine on tap

Wine available straight from the keg through a tap system that keeps each glass/pour as fresh as the first.

48% awareness

+2% VS 2024

62% interest

+3% VS 2024

MAC STAGE
ADOPTION



Orange wine

White wine that was produced where the grapes ferment in contact with the grape skins, giving it an orange or amber color.

26% awareness

+3% VS 2024

58% interest

+0% VS 2024

MAC STAGE
ADOPTION



NEW IN 2025

Regenerative Agriculture Wineries

Wineries and vineyards that use regenerative farming practices specifically applied to grape growing that actively restores and enhances the vineyard ecosystem and soil health.

28% awareness

NEW IN 2025

54% interest

NEW IN 2025

MAC STAGE
INCEPTION



NEW IN 2025

Carajillo

An alcoholic coffee drink popular in Spain and Latin America, it is made by combining coffee—typically espresso—with a spirit such as brandy, rum, mezcal, or coffee liqueur like Licor 43, Kahlúa, or Tía María.

34% awareness

NEW IN 2025

55% interest

NEW IN 2025

MAC STAGE
ADOPTION



MAC MOVER

Vermouth

With its lower ABV and the wide variety of styles and brands available, vermouth is appearing on drink menus both on its own or as the primary ingredient that cocktails are built around (rather than just as a minor ingredient).

48% awareness

+0% VS 2024

43% interest

+4% VS 2024

MAC STAGE

PROLIFERATION

adoption in 2024



Pickle seltzers

Pickle-flavored hard seltzer
created using dill pickle brine.

26% awareness

+2% VS 2024

29% interest

+3% VS 2024

MAC STAGE
INCEPTION



“Dirty” Drink Customization

Making your beverage "dirty" by adding cream; a current trend with soda (i.e., dirty soda with cream), with potential for cocktails and mixed drinks.

48% awareness

+8% VS 2024

48% interest

+0% VS 2024

MAC STAGE
ADOPTION



Tea-Based Beer or Spirits

Using green tea or chai tea to infuse beer or spirits such as: Left Hand Chai Milk Stout Nitro Ale.

30% awareness

+7% VS 2024

42% interest

+4% VS 2024

MAC STAGE
ADOPTION



Airport Bar

TOP TRENDS

Consumers are most open to trying these at this venue...

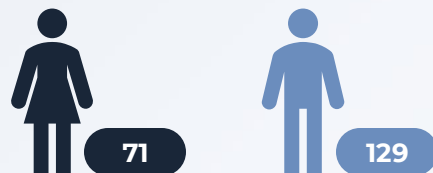
1	Alcohol in vending machines or automated mini-markets	161
2	Wines from unique international areas	138
3	Gin-based hard seltzers/ canned cocktails	120
4	Functional sodas	118
5	Next generation tonics	114
6	Tea-based alcoholic beverages	111
7	Cocktails on tap	107
8	Cold brew coffee liqueurs	107
9	Frizzante wines	105
10	Natural wine	105
11	Low-alcohol "session" beers & ciders	102
12	Dessert wines	102
13	Low-carb/low-sugar cocktails	102
14	Heirloom grains/ancient grains in liquors	102
15	Sparkling red wines	100

(Index based on avg % for this venue)

PROFILE OF FREQUENT CUSTOMERS *monthly + visitation*

DEMOGRAPHICS

Gender



Income

Low <\$50k	86
Medium \$50k-\$99k	93
High \$100k+	132

Generation

Gen Z	127
Millennial	156
Gen X	77
Boomer+	15

Geotype

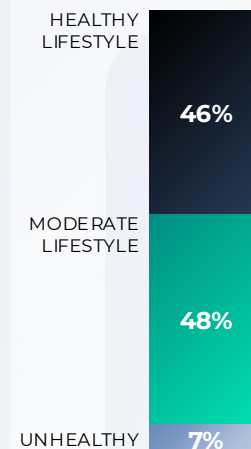
Urban	147
Suburban	86
Rural	48

Region

South	116
West	91
Midwest	77
Northeast	106

(Index based on avg of all consumers)

Health & Wellness



\$ When Dining Out



Food Attitude



Trying New Things



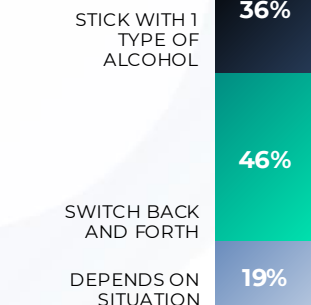
Adult Bev. Frequency

	AIRPORT BAR
Weekly +	39%
1-3x/month	61%

% Self-described...

	CONNOISSEUR	LOYALIST
Beer	45%	36%
Wine	33%	43%
Spirits	35%	38%

Switching



DATASSENTIAL ONE

THE ALL-IN-ONE INTELLIGENCE PLATFORM FOR THE FOOD & BEVERAGE INDUSTRY

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