UNICEPTA UK Flash Report
Dry January
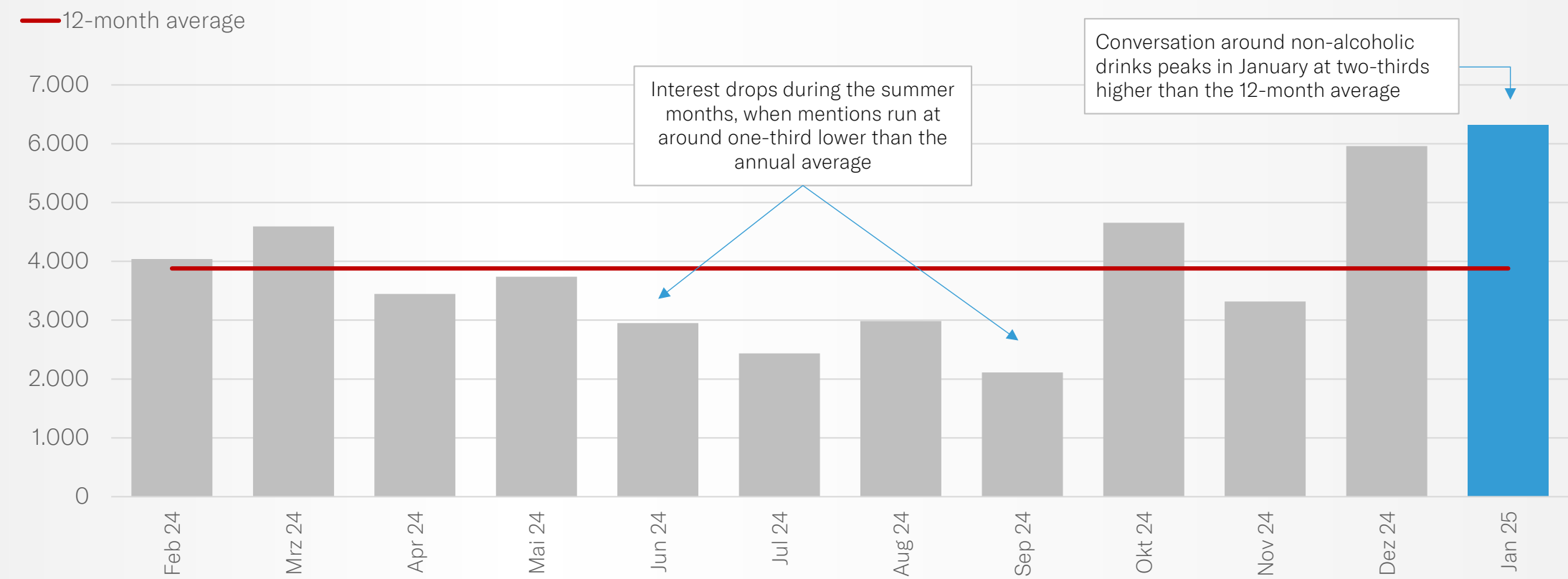
10 February 2025

UNICEPTA
By PRophet

Key Takeaways

1. <u>Dry January driving mentions.</u> Conversation levels around non-alcoholic drinks reach their highest point in January, with social media users seeking out alternatives to alcohol at the start of the new year. December is a close second, underlining how many consider low- or no-alcohol drinks as a way of participating in the festive cheer without the adverse side effects.

2. <u>What's the beverage of choice?</u> Most relevant discussions on social media are driven by marketing and PR around insurgent brands like BERO, but there were some clues regarding consumer preference. Lucky Saint was talked about most often, but many questioned the flavour; Guinness 0.0 went down well with punters by comparison. Non-alcoholic alternatives to spirits were less in-focus compared to AF beers, but sporadic comments did pick up on the high price point relative to regular spirits.

3. <u>The "memeification" of Dry January.</u> Despite record numbers of people participating in the Dry January challenge, the online conversation around the initiative is mostly driven by satire and irony. The death of the French far-right leader, Jean-Marie Le Pen, was the subject of much discussion on French X/Twitter, where many users joked that they would quit Dry January to mark the occasion. The "memeification" of Dry January on social media is also seen in spiking mentions towards the end of January, when many start to anticipate the start of "Wet February".

4. <u>Diverging decision-making factors.</u> When talking about alcohol online, both UK and US-based X users emphasise the risk of addiction at the top of a list of five decision-making factors. But other aspects reveal diverging concerns across each side of the Atlantic. In the UK, users are more likely to reference the positive benefits of abstaining for health and fitness, whereas American users are more likely to emphasise the risks of partaking, especially the link between alcohol and cancer, which has seen increased attention in recent months.

Non-alcoholic drinks see lowest conversation levels in the summer, before peaking between the festive period and Dry January.
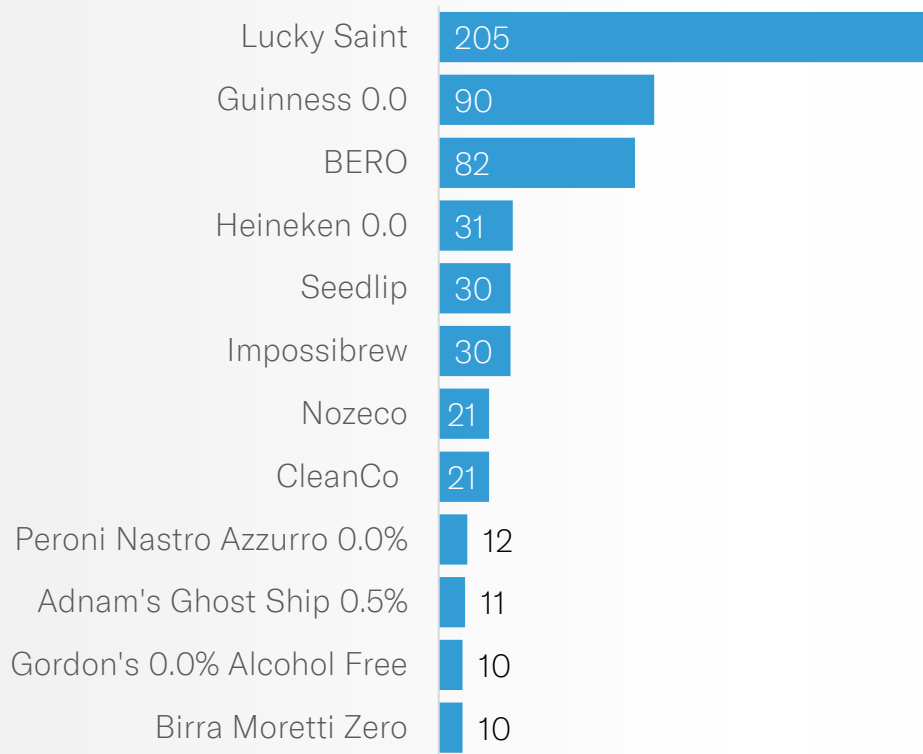
Mentions of Low & No-Alcohol Alternatives | Base: X/Twitter | UK | February 2024 to January 2025

— 12-month average

Interest drops during the summer months, when mentions run at around one-third lower than the annual average

Conversation around non-alcoholic drinks peaks in January at two-thirds higher than the 12-month average

UNICEPTA
By PRophet

Lucky Saint was the prominent brand in consumer conversations, but Guinness 0.0 was the drink of choice for many.

Mentions of Low & No-Alcohol Brands

Base: X/Twitter | UK | January 2025

Brand	Mentions
Lucky Saint	205
Guinness 0.0	90
BERO	82
Heineken 0.0	31
Seedlip	30
Impossibrew	30
Nozeco	21
CleanCo	21
Peroni Nastro Azzurro 0.0%	12
Adnam's Ghost Ship 0.5%	11
Gordon's 0.0% Alcohol Free	10
Birra Moretti Zero	10

Online mentions of low and no-alcohol brands were largely marketing and PR driven. Consumer discussions were less visible, but did offer some clues as to user preferences.

Lucky Saint gained mentions after providing tasters at the Alcohol Change UK Parliament reception for Dry January. Users disagreed on whether the drink has enough flavour, and some mentioned the drink not being available in pubs.
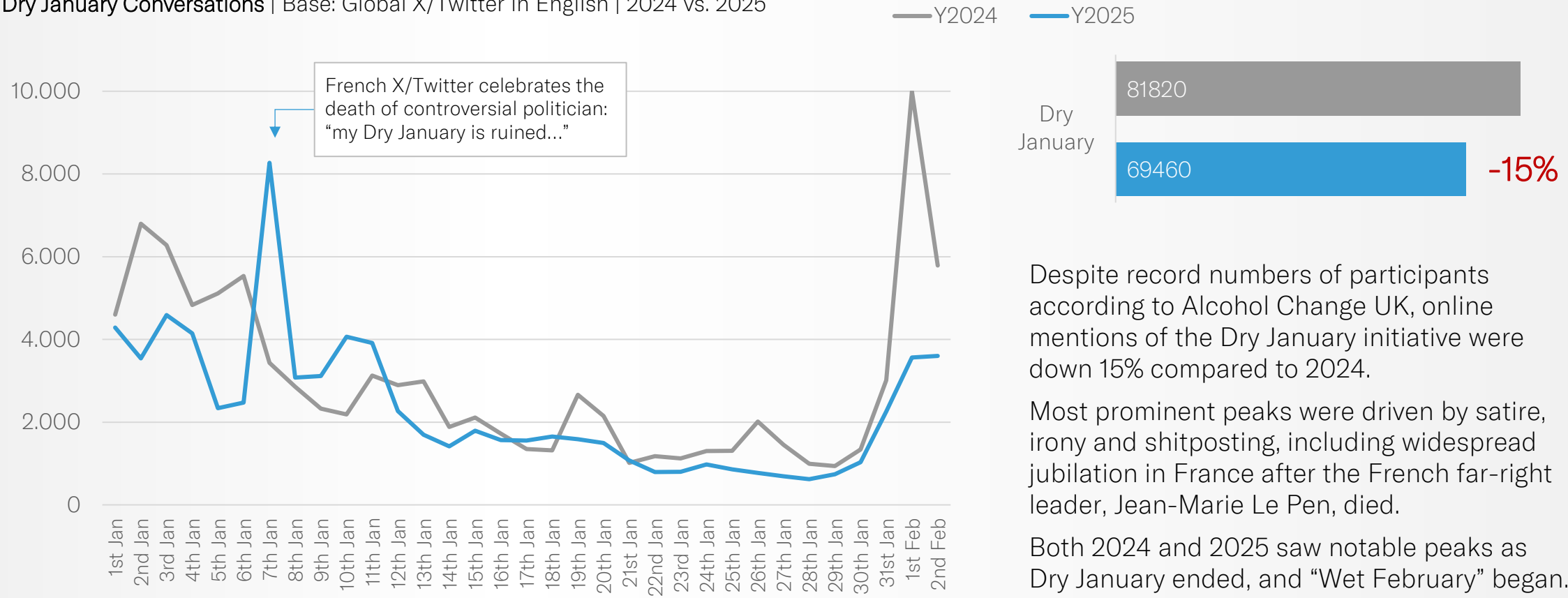
Despite generating less than half the mentions of Lucky Saint, **Guinness 0.0** was more positively received. Several individuals said it was their drink of choice the end of the day. **Heineken 0.0** was also a popular recommendation, despite some tongue-in-cheek comments saying it tastes better than regular Heineken.

Actor Tom Holland's **BERO** gained visibility after its launch was covered by entertainment industry and lifestyle magazines. The drink generated a mixed response, with some individuals commenting that people drink beer to get drunk and not for the taste.

Price point was a limited factor in online discussions, with some users noting that **Seedlip** is more expensive than regular gin.

UNICEPTA
By PRophet

Global discussion of Dry January in 2025 was less prominent than last year (with some notable exceptions).

Dry January Conversations | Base: Global X/Twitter in English | 2024 vs. 2025

— Y2024 — Y2025

French X/Twitter celebrates the death of controversial politician: "my Dry January is ruined…"

Dry January: 81820 / 69460 — **-15%**

Despite record numbers of participants according to Alcohol Change UK, online mentions of the Dry January initiative were down 15% compared to 2024.

Most prominent peaks were driven by satire, irony and shitposting, including widespread jubilation in France after the French far-right leader, Jean-Marie Le Pen, died.

Both 2024 and 2025 saw notable peaks as Dry January ended, and "Wet February" began.

UNICEPTA
By PRophet

Cancer risks are top of mind among US users, while the physical benefits of abstaining are more in-focus in the UK.

Alcohol Risks & Benefits | Base: X/Twitter | UK vs USA (↑) | January 2025

■ USA (↑) ■ UK
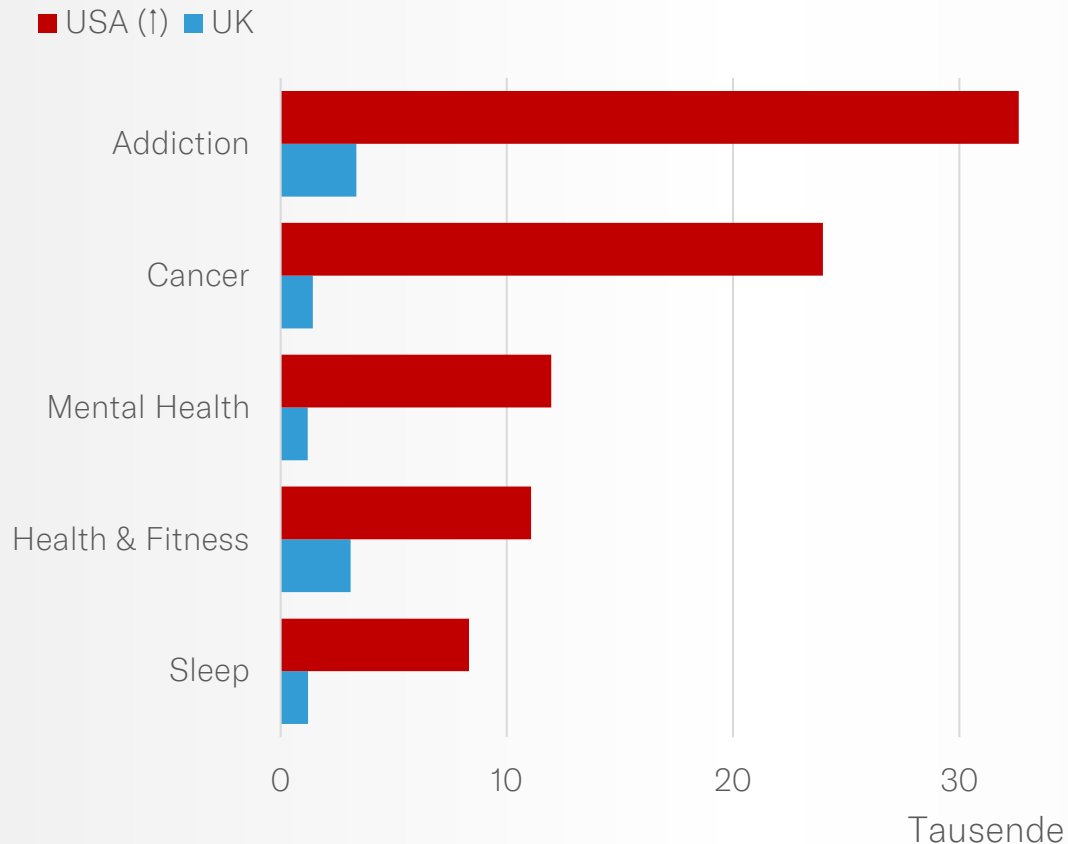
When discussing risk factors associated with drinking alcohol, both UK and USA-based X users mentioned addiction most frequently.

In the USA, cancer was the next most prominent theme, after the US Surgeon General released an advisory highlighting that alcohol consumption is the third leading preventable cause of cancer in the US. The news was signal boosted by some health influencers.

Users in the UK were proportionately more likely to reference the benefits for physical wellbeing that can be gained from abstaining. Local health charities highlighted the positive effects on energy levels and quality of sleep that can be gained through participating in Dry January.

UNICEPTA
By PRophet

Let's talk

Lucy
Lavery

Senior Consultant UNICEPTA UK
Lucy.Lavery@unicepta.com

Tim
Zecchin

Managing Director UNICEPTA UK
Tim.Zecchin@unicepta.com

Berlin/Cologne • Krakow • London • Paris • São Paulo • Shanghai • Washington DC • Zurich

UNICEPTA
By PRophet