



29/07/2024

REPORT

Sips & Secrets: Cracking Open Singapore's Gen Z Drinking Culture



AUDIENCE

Demographics

Singapore, Age 18 to 27

Category

Beverage

Custom Screening

Do you drink alcohol? (at least 2 drinks per week)

Qualified: Yes

Unqualified: No,



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OBJECTIVE

To investigate the motivations, preferences, and consumption patterns of Gen Z individuals in Singapore regarding alcoholic beverages, including the factors influencing their choice of drinks, brand preferences, drinking occasions, and their perceptions of different types of alcohol, with a focus on understanding the underlying reasons for their preferences and how cultural, social, and marketing influences shape their drinking behavior.

BURNING QUESTION

What are the key factors that influence Gen Z's choice of alcoholic beverages in Singapore, and how do these factors rank in terms of importance?



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CHAT GUIDE

1. How often do you socialize over drinks?
2. What's your go-to alcoholic beverage?
3. Why do you prefer that drink over others?
4. Describe your ideal drinking setting.?
5. Do you follow drink trends or influencers?
6. How much does brand reputation influence your choice?
7. When choosing a drink, what's the first thing that pops into your mind?
8. Is the price a key factor in your choice of drink?
9. How do you decide to try a new alcoholic brand?
10. Who do you think are the biggest alcohol brands globally and just in Singapore?
11. Do you seek out local or craft alcohol brands?
12. Is the origin of the beverage important to you?
13. What role does alcohol play in your celebrations?
14. How likely are you to recommend your favorite drink to friends?
15. Do you consider health aspects when choosing a drink?
16. What could make you switch from your current favorite drink?
17. What's a recent alcohol ad that caught your attention?
18. What's your biggest takeaway from our chat today?



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AI SUMMARY

The key factors influencing Gen Z's choice of alcoholic beverages in Singapore are taste, price, brand reputation, and social influence. Taste is paramount, with preferences for sweeter, less bitter, and unique flavors being common. Price is a critical consideration, with most respondents seeking drinks that offer value for money, typically within a \$0-50 range. Brand reputation significantly impacts choices, with well-known brands like Tiger, Carlsberg, and Heineken being favored for their perceived quality and value. Social settings and occasions, such as clubs, bars, and celebrations, play a substantial role in consumption patterns, with alcohol being seen as a facilitator of socialization and mood enhancement. Influencers and trends have a moderate effect, with some respondents swayed by aesthetics and endorsements from figures like Gordon Ramsey and Kendall Jenner. Health considerations are generally secondary to other factors. In summary, Gen Z in Singapore prioritizes a balance of enjoyable taste, affordability, and brand trustworthiness when selecting alcoholic beverages, with social context also being a significant driver of their drinking behavior.





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KEY INSIGHTS

Importance of Taste and Drink Profile:

- Taste is a recurring factor in the choice of alcoholic beverages, with respondents seeking specific taste profiles such as sweetness, fruitiness, or the absence of a strong alcoholic flavor.
- The preference for drinks that are refreshing, not overly strong, and have a pleasant flavor profile indicates that Gen Z consumers prioritize the sensory experience of drinking.

Social and Environmental Drinking Settings:

- The setting in which alcohol is consumed, such as dimly lit rooms, clubs, or beach gatherings, plays a crucial role in the drinking experience for Gen Z, highlighting the importance of atmosphere and social context.
- Respondents enjoy drinking in environments that facilitate socializing, relaxation, and the building of relationships, suggesting that the social aspect of drinking is highly valued.

Influence of Price and Value for Money:

- Price is a key consideration for many respondents, with a general preference for drinks that offer good value for money within a comfortable price range.
- While some are willing to splurge occasionally, there is a consistent desire to find drinks that are affordable without compromising on quality, indicating that Gen Z is costconscious.

Impact of Brand Reputation and Marketing:

- Brand reputation and marketing efforts, including packaging and advertising, have a notable impact on the decisionmaking process, with respondents often influenced by the way brands present themselves.
- Positive wordofmouth recommendations and visually appealing advertisements can sway Gen Z consumers to try new brands, suggesting that social proof and aesthetic appeal are effective marketing strategies.





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KEY INSIGHTS

Health Considerations and Moderation:

- While not all respondents consider health aspects when choosing a drink, there is an awareness of the potential health risks associated with alcohol consumption, leading some to drink in moderation.
- The preference for drinks with lower alcohol content or those that do not cause rapid intoxication reflects a desire for responsible drinking habits among some Gen Z consumers.

Openness to Recommendations and New Experiences:

- Recommendations from friends and family play a significant role in the discovery of new alcoholic beverages, indicating that Gen Z values the opinions of their social circle.
- There is a willingness to explore new flavors and brands, especially when they are introduced by trusted sources, suggesting that personal connections can be leveraged to introduce Gen Z to new drinking experiences.





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HUMAN KEY QUOTES

"I am looking at \$50-80. I will typically look at the packaging information and do my own research on the alcohol before making the purchase and determining if it offers good value for the quality."

Age 23, Female

"The brand reputation, quality and price offers may make me switch from my current favourite drink to a different one. Depending on how the new drink is unique and how it is attractive."

Age 23, Female

"Ideal drinking setting would be at a club, i prefer a quiet kind of atmpsohere"

Age 20, Male

"Everything nowadays is expensive. Inflation.. Of course price is the first thing on my mind"

Age 20, Male

"Social. It brings us happiness as we celebrate the big things and important things in life"

Age 20, Male

"It makes me really happy to enjoy drinks with my families and friend during special occasion and we have fun"

Age 23, Male





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HUMAN KEY QUOTES

"It would be carlsberg because the amount of cinematics for the advertisement really blow my mind"

Age 23, Male

"Whatever pink drink is on the menu. I don't make my own custom drinks, and purely after aesthetics. Pink could be the bottle or the drink itself."

Age 22, Female

"I like a semi-upbeat bar environment, where some calming music could be playing but there's still a buzz of people chattering. Then maybe I'm by myself or with friends I can be quiet with. It's perfect because when I'm drinking I'm not looking to talk, I'm looking to chill, talking makes me unchill"

Age 22, Female

"Beer used to taste bitter but I got used to it now and soju has a variety of flavours which I like"

Age 21, Female

"It influences a lot since alcohol come with its health risks and as a drinker id like to purchase from reliable brands"

Age 21, Female

"Because I purchase a lot in 1 go to stock up so it has to be affordable and convenient to carry"

Age 21, Female





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HUMAN KEY QUOTES

"I would find myself drunk when i socialise with such drinks, but it is not often. only 2 times per weeks maybe, depends on how much I drink "

Age 23, Female

"Definitely in a correct venue, for instance in a bar or when in the club. It is to enjoy and feel it when drinking the alcohol beverages"

Age 23, Female

"It definitely has to have the right atmosphere to make drinking enjoyable. Cannot be too noisy, have to be the right music playlist vibes. Lighting and decorations also set the mood of the place"

Age 23, Female

"Brand reputation in terms of type of liquor matters. More so about taste, how familiar am I with it. I normally stick to brands I know as I do not like to try new flavours"

Age 23, Female

"I don't think I consider health aspects. Drinking itself is already considered an unhealthy activity there is the knowledge that over drinking is bad for liver. So I only drink in moderation"

Age 23, Female

"I have tried quite a variety of drinks so I think I would stick to my existing alcohol choice. I probably would be interesting trying variety of other flavours though"

Age 23, Female





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HUMAN KEY QUOTES

"With friends, at night, in a comfortable space where we are safe and able to make noise or have fun"

Age 20, Female

"I am willing to spend more if i know it will be worth the money, otherwise price plays a larger factor as i am unwilling to pay too much for alcoholic drinks"

Age 20, Female

"Highly likely, as many of my friends have similar tastes, so if i like something they probably would too"

Age 20, Female

"I saw one recently for milo gin, which was interesting as milo is another beverage i enjoy"

Age 20, Female





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SAVED SEARCHES

Can I have a list of the brands mentioned multiple times?

The brands that were mentioned multiple times across the chat transcripts are:

- Tiger
- Heineken
- Carlsberg
- Soju
- Guinness
- Suntory

Can I have a list of the niche brands mentioned?

The niche or less globally recognized brands mentioned by the respondents include:

- Rattray
- 818 (Kendall Jenner's brand)
- Suntory can drinks
- Highbeam
- Milo gin

These brands were mentioned in the context of personal preferences, recommendations, or advertisements that caught the respondents' attention.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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