

Mocktails: Boosting Sales from the Sobriety

The demand for non-alcoholic drinks is soaring. But many brands aren't keeping up with the innovative and fun products consumers are searching for. Beverage companies can cash in on this trend by **staying ahead with Similarweb Demand Analysis**.

Beverages



Demand Size (Total Volume) ⓘ

Jan 2023 - Dec 2023 vs Jan 2024 - Dec 2024

972,720 1,436M
Jan 2023 - Dec 2023 Jan 2024 - Dec 2024

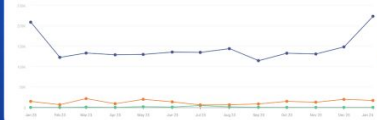
+47.7%

Growing

for the selected period

Cluster Trends ⓘ

Jan 2023 - Jan 2024



Search Volume Over Time ⓘ

Feb 2023 - Jan 2024 Feb 2024 - Jan 2025 Worldwide All traffic



Top Countries by Volume ⓘ

Feb 2023 - Jan 2024 Feb 2024 - Jan 2025 All traffic Worldwide



A RISING CONSUMER TREND

Non Alcoholic drink searches up by 26%

Non-alcoholic drinks searches rose 26% (YoY) in the last 12 months, according to Similarweb Demand Analysis. The US (+31%) and Australia (+23%) are leading markets. There's also notable growth in the UK (+17%).

WHAT'S DRIVING THE GROWTH

Mocktails: Keeping the fun without the alcohol

Consumers seeking non-alcoholic alternatives don't associate their search with a specific brand or drink type. Instead, they explore content, recipes, and recommendations. Similarweb data shows a rising interest in Mocktails, with searches up 20% YoY: including a 33% spike in Canada.

Keywords Trends ⓘ

Feb 2023 - Jan 2024 Feb 2024 - Jan 2025



Top Countries by Volume ⓘ

Feb 2023 - Jan 2024 Feb 2024 - Jan 2025 All traffic Worldwide



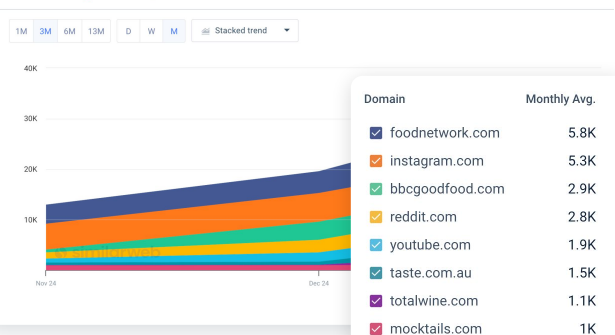
THE BUSINESS OPPORTUNITY

Who is capitalizing on this demand?

A big opportunity is emerging. **Similarweb's US paid traffic data** reveals a growing number of brands utilizing this trend to promote Tequila and Gin alternatives, or crafted non-alcoholic cocktails. Who will be the next retailers and beverage brand to satisfy consumer demand for fun non-alcoholic drinks?

Total Clicks Over Time

Oct 2024 - Jan 2025 United States All traffic



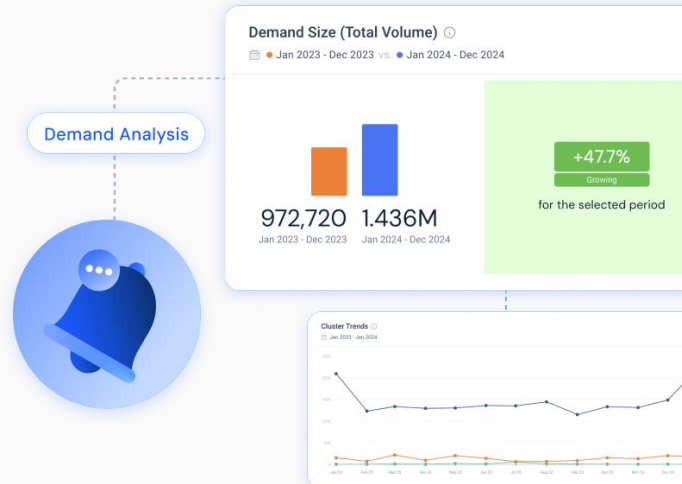
Domain	Monthly Avg.
<input checked="" type="checkbox"/> foodnetwork.com	5.8K
<input checked="" type="checkbox"/> instagram.com	5.3K
<input checked="" type="checkbox"/> bbcgoodfood.com	2.9K
<input checked="" type="checkbox"/> reddit.com	2.8K
<input checked="" type="checkbox"/> youtube.com	1.9K
<input checked="" type="checkbox"/> taste.com.au	1.5K
<input checked="" type="checkbox"/> totalwine.com	1.1K
<input checked="" type="checkbox"/> mocktails.com	1K

Are you ready to capture the consumer demand?

Demand analysis

Grow your business by spotting the next big consumer trends

With Similarweb's **Demand Analysis**, you can uncover hidden micro and macro consumer trends through online search demand and unlock new growth opportunities.



Missing trends means missing growth. Identify the next consumer trend, before your competitors, and align your strategy with demand.



Maximize your revenue

Discover new growth opportunities and gain digital market share in a competitive landscape.



Optimize product-market-fit

Align products with evolving consumer needs, enhancing product development.



Outpace your competitors

Stay ahead of emerging trends to seize opportunities before competitors do.



Arne Assman
Managing Analyst,
Rakuten

“We use Similarweb on a regular basis to identify industry trends and complement our market research reports. The insights that can be extracted from Similarweb are an invaluable component to our Research And Analysis team's work”

Rakuten

The Similarweb difference



Granular insights

Dives into consumer demand with flexible keyword grouping



Enterprise-ready

Offers top-tier APIs and custom integrations



Full user journey

Map the full user journey: from search interest to buying intent

Leveraging Demand Analysis for business impact

Understand the demand size

Quantify online consumer demand of topics, products or business-lines. See how the demand and consumer interest varies by country and over time.



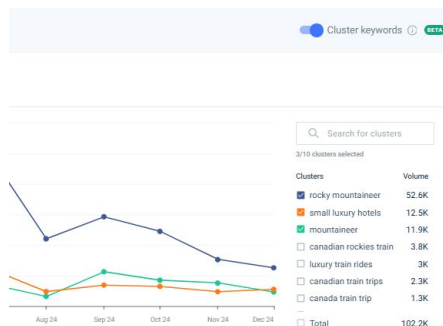
Identify and compare trends in size and growth

Spot trends early ahead of the competition and compare against other consumer trends in size and growth, so you can make demand-led decisions.



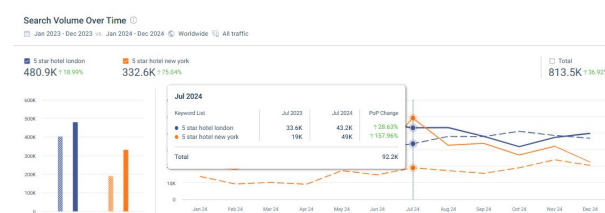
Untap hidden niches before they peak

Understand the full picture of demand by analyzing the macro *and* micro trends of consumer behavior and searches. See the signals that reveal hidden niches on the rise.



Track seasonality and online search behavior

Uncover consumer behavior patterns, and seasonality peaks and dips, by analyzing search volume patterns period over period and year over year.



Rex Du

Marketing Professor
University of Texas

“As a source of marketing insights, online search data offers several advantages over survey and social media data. Compared to social media and survey data that can suffer from social desirability biases, online search data can be more reliable in capturing people’s genuine attitudes and thoughts because search engines offer a platform for people to seek information with minimum self-censorship...”

Discover consumer trends