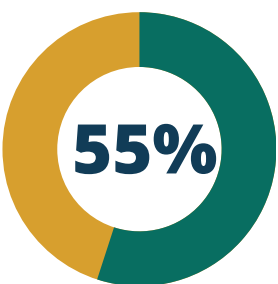


KEY FINDINGS



Over half of UK adults had at least tried a low and no alcohol products.

67%



Of alcohol drinkers have at least tried these products, compared to only 33% of non-drinkers.



Over



(36%) of UK drinkers now 'semi-regularly'* consume low and no alcohol.

24%



Of current alcohol drinkers who have tried low and no alcohol products said that their weekly alcohol consumption has fallen due to low and no alcohol products, up from 21% in 2022**.

For the eighth year in a row, the most cited specific reasons for why consumers choose low and no alcohol are to drive home and not drink excessively at social events - reinforcing existing responsible drinking behaviours.

35%



24%



26%

Of low and no drinkers cite collective 'health and medical reasons', up compared to 2021 (22%) - highlighting an increasingly health conscious UK consumer.

* Incorporating those who responded drinking low and no alcohol either 'regularly' (12%) or 'occasionally' (26%).

** Removing those who did not drink alcohol before first trying a low/no alternative.

N.B. Change in question wording from 2022, from 'since first trying' to 'due to' on impact on typical weekly alcohol consumption.

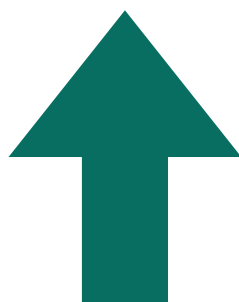
KEY FINDINGS

Semi-regular* use is common amongst almost all adults who drink.



18-24	42%
25-34	40%
35-44	39%
45-54	30%
55+	35%

Significant increase amongst across all age groups since 2020**, including:

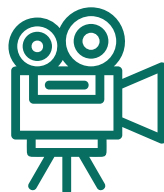


86%	18-24
40%	25-34
38%	35-44
25%	45-54
46%	55+



Pubs and bars remain the most popular location to drink low and no products, cited by over a third of respondents.

39%



UK adults believe that greater availability in 'non-traditional' hospitality spaces (30%) and the use of price promotions (29%) would encourage further low/no uptake.



A moderate majority

4 in 5



86% of UK adults either do not drink, or drink within the CMO guidelines.

53% of UK adults drink 14 units or less, whilst 33% do not drink at all. 35% consume 5 units or less. Only 11% drink above the CMOs guidelines.



The largest proportion of non-drinkers again were amongst those aged 18-24 years old (43% - the same as 2024), reinforcing previous trends considering them 'Generation Sober-curious'.

* Incorporating those who responded drinking low and no alcohol either 'regularly' or 'occasionally'.

** Change in question wording in 2023, from 'often'/'sometimes' to 'regular'/'occasional' on typical low and no consumption

YouGov surveyed 2,138 adults from across the UK online between 24 and 25 November 2025. The figures have been weighted and are representative of all UK adults (aged 18+). All figures, unless otherwise stated, are from YouGov Plc.