



Bacardi U.S. Holiday Trends 2020



76%

CHANGING THE FACE OF
CELEBRATIONS

2/3

CELEBRATING
VIRTUALLY

1/5

BRINGING IN HOLIDAY
WITH FRIENDS

1/2

DECORATING
EARLY

HALLOWEEN NOT
CANCELLED

53% DRESSING UP
IN A COSTUME

30% DEEM STRONG WIFI
AND THEMED VIRTUAL
BACKGROUND ESSENTIAL

WE'RE BIDDING ADIEU
TO SOME TRADITIONS

40% WON'T MISS THE OFFICE
CHRISTMAS PARTY

40% GLEEFULLY
SKIPPING SHOPPING CROWDS

37%

GLAD TO
NOT DEAL
WITH FAMILY
ARGUMENTS

70% CELEBRATING
NYE IN STYLE

33% ATTENDING A
VIRTUAL PARTY

1 IN 4 SWAPPING
A NYE KISS FOR A FIST BUMP

NEW TAKE ON
RESOLUTIONS
FOR 2021

38% INCREASING
COOKING AT HOME



32% GETTING OUT OF
SWEATPANTS

COCKTAILS KEY TO

At-Home Celebrations!

TOP 3 HOLIDAY COCKTAILS...



Holiday
Punch



Espresso
Martini



Old
Fashioned



BERRIES
#1 FESTIVE COCKTAIL
INGREDIENT CINNAMON
AND NUTMEG FOLLOW

47%

PREMIUM SPIRIT
ESSENTIAL
TO HOLIDAY COCKTAILS

67%

OPTING FOR
LIGHTER SERVES

TOP 3 SPIRITS OF THE SEASON



Tequila



Whisky



Vodka

Gifts goes DIIY



67%

GETTING A
'GIFT FOR ME'

60%

GIFT SHOPPING
ONLINE

50%

INVESTING IN MORE
MEANINGFUL GIFTS

35%

HANDMAKING
GIFTS THIS YEAR

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