



# 2026 BACARDI Cocktail TRENDS REPORT

## Top Global Bar CALLS 2026

BACARDI GLOBAL CONSUMER SURVEY

- |                         |                          |
|-------------------------|--------------------------|
| 1 MARGARITA             | 11 IRISH COFFEE          |
| 2 MOJITO                | 12 BLOODY MARY           |
| 3 PIÑA COLADA           | 13 TEQUILA SUNRISE       |
| 4 RUM & COKE®           | 14 DAIQUIRI              |
| 5 WHISKY & COKE®        | 15 MIMOSA                |
| 6 SPRITZ                | 16 TEQUILA SODA          |
| 7 VODKA LEMONADE        | 17 GIN LEMONADE          |
| 8 VODKA SODA            | 18 SCREWDRIVER           |
| 9 GIN & TONIC           | 19 PALOMA                |
| 10 DRY MARTINI COCKTAIL | 20 PASSION FRUIT MARTINI |



## TOP BARTENDER Flavor Picks



BACARDI GLOBAL BRAND AMBASSADOR SURVEY

## AFTERNOON Society



1/3

OF RESPONDENTS  
GLOBALLY ARE  
GOING OUT EARLIER  
IN THE EVENING

BACARDI GLOBAL  
CONSUMER SURVEY

1/4

OF RESPONDENTS  
PREFER A DAYCAP  
VS. A NIGHTCAP

BACARDI GLOBAL  
CONSUMER SURVEY

6:12 P.M. NEW UK  
AVERAGE DINNER  
RESERVATION TIME

ZONAL, 2025



## REWILDING Connection

**MORE THAN  
8 IN 10**  
CONSUMERS SAY THEY WISH  
THEY HAD MORE TIME TO  
SPEND WITH THE PEOPLE  
THEY CARE ABOUT.

VML INTELLIGENCE, 2025

**NEARLY HALF**  
OF LDA GEN Z (49%)  
DRINKERS ALREADY USE  
THIRD PLACES SUCH AS  
CAFÉS OR COMMUNITY  
HUBS AT LEAST WEEKLY,  
MORE THAN DOUBLE THE  
NUMBER OF GEN XERS.

CGA BY NIQ, 2025

**75% OF CONSUMERS**  
GLOBALLY SAY COCKTAILS  
ARE THEIR #1 PICK FOR  
CONNECTING WITH FRIENDS.

BACARDI GLOBAL CONSUMER SURVEY



## New LOCALOLOGY



**8 IN 10**  
U.S. CONSUMERS READ LABELS  
BEFORE DECIDING TO BUY A PRODUCT.

NSF, 2025



DRINK RESPONSIBLY

## TOP INGREDIENTS BARTENDERS WANT TO Experiment with

- |                            |                          |                 |                 |                         |
|----------------------------|--------------------------|-----------------|-----------------|-------------------------|
| <b>1. AROMATIC BITTERS</b> | <b>2. BOTTLED MIXERS</b> | <b>3. BRINE</b> | <b>4. CANDY</b> | <b>5. COCONUT WATER</b> |
|----------------------------|--------------------------|-----------------|-----------------|-------------------------|

BACARDI GLOBAL BRAND AMBASSADOR SURVEY



## COLOR & VENUE

TIE AS TOP REASONS TO PHOTOGRAPH A DRINK

BACARDI GLOBAL CONSUMER SURVEY

## Top COCKTAIL Tops



**#1 NOT  
COLD ENOUGH**



**#2  
MELTED ICE**



**#3 PLASTIC  
STRAWS**

BACARDI GLOBAL CONSUMER SURVEY

## The Liquid EXPERIENCE IP

**TAILORED  
DRINKS  
WANTED BY:**  
**90%**  
GEN Z IN INDIA

**70%**  
GEN Z IN EUROPE  
& NORTH AMERICA

**MENU  
#1**

DRIVER OF  
CHOICE AT A BAR



BACARDI GLOBAL CONSUMER SURVEY

**MORE IS  
MORE**  
*Mixology*

**86%**  
GLOBAL BAR  
PROFESSIONALS  
REPORT TRADING UP

BACARDI GLOBAL BRAND  
AMBASSADOR SURVEY

*Cocktails Worth*  
**PAYING MORE FOR**  
HAVE HIGH-QUALITY SPIRITS &  
A MULTISENSORY EXPERIENCE

BACARDI GLOBAL CONSUMER SURVEY



## Top SUSTAINABILITY Themes

**39%**  
REDUCING  
SINGLE-USE PLASTIC  
& PACKAGING

**37%**  
BUYING  
LOCAL

**36%**  
RECYCLABLE  
PACKAGING

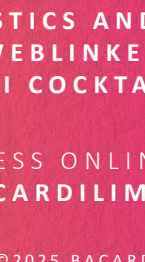
**30%**  
HELPING  
PRESERVE  
CLEAN WATER

**29%**  
SUSTAINABLY  
SOURCED  
INGREDIENTS

**25%**  
REDUCING  
CARBON  
FOOTPRINT

**24%**  
BUYING  
ETHICALLY SOURCED  
PRODUCTS

BACARDI GLOBAL CONSUMER SURVEY



SPECIFIC STATISTICS AND EXAMPLES ARE  
REFERENCED AND WEBLINKED THROUGHOUT THE  
COMPLETE BACARDI COCKTAIL TRENDS REPORT.

ACCESS ONLINE AT  
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