

Keurig Dr Pepper Unveils First-Ever State of Beverages Report

2025 trend report reveals generational shifts reshaping beverage culture – driven by flavor obsession, personalization and wellness – while classic favorites still hold strong

BURLINGTON, Mass. and FRISCO, Texas, June 11, 2025 /PRNewswire/ -- [Keurig Dr Pepper](#) (NASDAQ: KDP) today released its [State of Beverages 2025 Trend Report](#), an inaugural, insight-rich report exploring the functional, emotional and generational dynamics driving America's beverage choices.

More than just a look at what's in our cups, the report dives into why we drink what we do, drawing primarily from national surveys and KDP's own proprietary data. The result is a robust view into how beverages are shaping and reflecting American life in 2025.

"Today's consumers don't just drink to hydrate—they drink to energize, indulge, connect, feel comforted, express themselves and more. Whether seeking well-being or a nostalgic favorite, beverages are deeply personal and understanding what's driving those choices has never been more critical," said Tim Cofer, CEO of Keurig Dr Pepper. "Our inaugural trend report makes clear the essential role beverages continue to play in consumers' everyday lives and strongly indicates that Americans, led by the younger consumer, are seeking even more personalization, variety and better-for-you options than ever before. The key for companies like ours is being in sync with people's lives, showing up with the right beverage for the right moment, with the flavor, function and feeling they're looking for."

Among the top findings in the report:

- **Coffee is our non-negotiable ritual.** 52% of Americans reach for coffee first thing, with 59% saying they'd rather skip breakfast than miss their caffeine fix and 73% of those age 21+ confirming they would rather give up all alcohol at night versus skip their morning coffee or caffeine.
- **Carbonated soft drinks (CSDs) are an indulgent refreshment.** 58% of Americans say CSDs are more refreshing than other beverages and they are the top beverage chosen as a treat.
- **Flavor drives choice:** 59% of Americans rate 'new flavors' as the overwhelming winning attribute that motivates new beverage trial versus 29% low/zero sugar and 28% physical health benefits.
- **Gen Z is leading beverage exploration:** 72% of Gen Z (compared to 44% of Americans) try new beverages monthly. 75% customize their beverages and more than half choose beverages to "stand out".
- **Premiumization is appealing:** 46% of consumers are willing to pay more for beverages that they consider premium, which they associate with better quality, better ingredients and attractive packaging.
- **Sips are sought for wellness:** An overwhelming majority of Americans (82%) say drinking their favorite beverages helps restore their mental health and 66% seek out beverages that improve their physical health.
- **Sober-curious is on the rise.** 58% of consumers now prefer non-alcoholic beverages when hanging out with friends and Gen Z (21+) is leading the shift, with only 39% choosing alcohol as their go-to beverage for socializing.

Unlike traditional consumption reports, the State of Beverages 2025 Trend Report looks beyond volume and sales to explore emotional and functional motivations behind beverage choices as heard directly from consumers, providing a compass of where beverage culture is now and where it's headed next.

Download the Full Report

To explore the full data and insights, visit: <https://www.keurigdrpepper.com/state-of-beverages>.

Methodology

The State of Beverages 2025 Trend report was derived from a variety of quantitative and qualitative data sources, including national surveys from Harris Poll, Ipsos and Morning Consult, and KDP's own proprietary data. The Harris Poll, on behalf of KDP, conducted an online survey among 4,031 US adults 18+ who consume beverages. The survey was conducted from March 11 to March 19, 2025. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample Gen Pop 18+ data is accurate to within ± 2.0 percentage points using a 95% confidence level. For a more detailed methodology, please see the [full report](#).

About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: KDP) is a leading beverage company in North America, with a portfolio of more than 125 owned, licensed and partner brands and powerful distribution capabilities to provide a beverage for every need, anytime, anywhere. With annual revenue of more than \$15 billion, we hold leadership positions in beverage categories including carbonated soft drinks, coffee, tea, water, juice and mixers, and have the #1 single serve coffee brewing system in the U.S. and Canada. Our innovative partnership model builds emerging growth platforms in categories such as premium coffee, energy, sports hydration and ready-to-drink coffee. Our brands include Keurig®, Dr Pepper®, Canada Dry®, Mott's®, A&W®, Peñafiel®, Snapple®, 7UP®, Green Mountain Coffee Roasters®, GHOST®, Clamato®, Core Hydration® and The Original Donut Shop®. Driven by a purpose to *Drink Well. Do Good.*, our 29,000 employees aim to enhance the experience of every beverage occasion and to make a positive impact for people, communities and the planet. For more information, visit www.keurigdrpepper.com and follow us @KeurigDrPepper on LinkedIn and Instagram.

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