

Keurig Dr Pepper's 2026 State of Beverages Trend Report Reveals Gen Z's Drink Choice Is Now a Form of Self-Expression

New findings show younger generations are reshaping the category by choosing drinks that signal identity, emotion and intent

BURLINGTON, Mass. and FRISCO, Texas, May 6, 2026 /PRNewswire/ -- Keurig Dr Pepper (NASDAQ: KDP) today released its [State of Beverages 2026 Trend Report](#), highlighting how beverage consumption is evolving in an era of more choice than ever. Released in celebration of National Beverage Day, the report shows Gen Alpha and Gen Z (Gen A/Z) leading a shift toward more expressive and experience-driven beverage choices. In fact, 58% say they choose beverages that reflect their identity.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/keurig-dr-pepper/9395451-en-keurig-dr-pepper-2026-state-of-beverages-trend-report>