

Craft Gin Club

PRESENTS

THE 2020 BIG GIN REPORT

Craft Gin Club survey reveals the UK is fast becoming a nation of at-home cocktail connoisseurs, and predicts the hottest trends for gin lovers in 2021.



GIN & MORE
TO YOUR DOOR



INTRODUCTION

Craft Gin Club is the UK's biggest subscription service for gin lovers. Our team of experts scouts the globe to find the world's finest craft gins for our **110,000 loyal members**. Each month, we send a full-size bottle of one of these superb spirits - along with a selection of the finest tonics, mixers and nibbles - straight to Craft Gin Clubbers' doors.

Following a year of imposed 'nights in', many people across the UK took to creating their own entertainment and improving their creative skills. Perhaps nowhere has that been more evident than in the surging popularity for homemade cocktails, as revealed in a new survey by Craft Gin Club.

Craft Gin Club's annual Big Gin Report details the 2020 consumer trends from the booming gin industry based on insights from their **110,000 active members** and more than **845,000 social media followers**.



With bars off-limits for much of the year, we've seen a clear trend of club members starting to invest time and effort into recreating a bar-quality, fantastic cocktail experience from the comfort of their own homes. It's been truly rewarding seeing people creating and sharing their homemade cocktails on social media - proving there is so much more to the category than the good old gin and tonic. Viva la cocktail!

JON HULME

Co-Founder and Managing Director, Craft Gin Club

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1 HOME IS WHERE THE BAR CART IS

The rise of the at-home cocktail connoisseur

Even before this year's lockdown, the UK was seeing a fast-growing trend for gin and cocktail consumption in the home, with **75%** of survey respondents stating they prefer to drink gin in the comfort of their own living room.

With nights in at home becoming an imposed necessity rather than a choice in 2020, British gin drinkers have become increasingly confident and adventurous with their cocktail-making as they have looked for ways to add creativity, novelty and a splash of flavour to their evening routine. **Craft Gin Club reveals that:**

20% of people in the UK now have a dedicated home bar - and a further **15%** of people are planning on creating one next year

65% of those surveyed have started making cocktails at home more frequently in 2020 than they did previously

90% say they they are planning to create more cocktails at home in 2021

Making cocktails at home used to be for real mixology wonks, but ever since going out to bars became more problematic, that's completely changed. It's been so exciting to see more and more people branching out and making

easy and delicious cocktails at home this year!

LUCINDA BEEMAN
Editor of GINNED!
magazine, Craft Gin Club

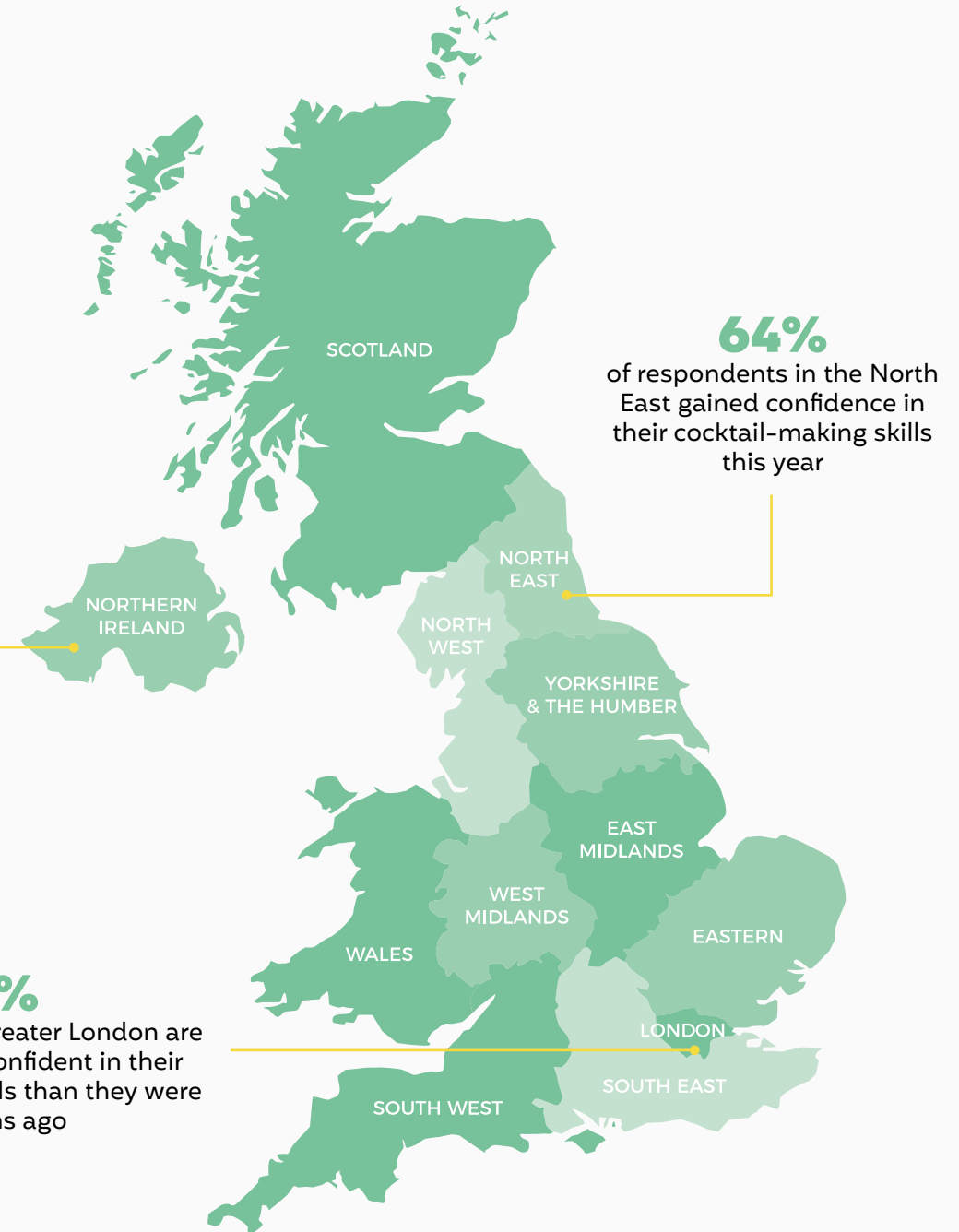


1

HOME IS WHERE THE BAR CART IS

The rise of the at-home cocktail connoisseur

Craft Gin Club's survey reveals a growing trend for homemade cocktails. More than half of those surveyed (56%) said they had become much more confident in their cocktail-making skills over the past 12 months.



1

HOME IS WHERE THE BAR CART IS

The rise of the at-home cocktail connoisseur

Craft Gin Club reveals that people are also willing to invest more money to improve their cocktail-making skills:

86% of those who have bought cocktail kit have spent up to £100 on their new toys!

#1 The shaker has been voted as the most crucial item for home cocktails. It was found to be the most commonly purchased and used item by home mixologists.

Over 1/3 of people surveyed have invested in special kit in the last year so they can whip up gin cocktail creations at home.

65% of respondents have made use of their time in lockdown in 2020 to improve their cocktail-making skills through online tutorials such as Craft Gin Club's online cocktail masterclasses; following recipes, like the ones found in Craft Gin Club's monthly glossy magazine and blog; and enrolling in cocktail-making courses.



2

TALKIN' ABOUT MY GIN-ERATION

Under-25s now claim gin as their favourite drink of choice

The gin-eration gap has now narrowed significantly, with the former notion of gin as 'grandma's tippie' well and truly overturned!

In fact, while the spirit remains highly popular among people of all ages, in 2020 gin has overtaken other drinks as the preferred tippie of choice among the under-25s.

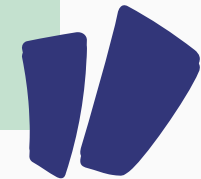
Inspired by the gorgeous at-home cocktail posts of Instagram influencers and their own peers, young people can recreate this aspirational cocktail-sipping lifestyle with relatively little expense or effort, even in lockdown.

A desire to support businesses with a sustainable or craft ethos is also driving the growth in popularity of gin among younger generations.



I think young people are increasingly interested in the ethics and stories behind the food and drink they're consuming, and like to put their money behind businesses and products they care about. Drinking gin - especially those on offer through subscriptions like Craft Gin Club - allows me to support small, local craft distilleries with an ethos I share, and to drink something less mainstream that has been created by someone passionate about exploring flavours and making a fantastic spirit!

ELOISE, Craft Gin Clubber, age 25 ³/₄



2

TALKIN' ABOUT MY GIN-ERATION

Under-25s now claim gin as their favourite drink of choice

What's more, such is the popularity of gin among young people that their confidence in their own mastery of the spirit is at an all-time high, with more under-25s considering themselves a 'gin expert' than any other age category.

Based on current trends, we're on track to produce a new generation of true cocktail connoisseurs in 2021 and beyond!

Young people are loving the experimental new types of gin available, such as those featured in Craft Gin Club's Discovery Gin series, which this year has included - among others - a gin infused with CBD; another distilled with space rock; and others flavoured with Pumpkin Spice and Apple Crumble.



Based on a Craft Gin Club conducted survey

3

THE GIN-DER GAP IS SHRINKING

More men are choosing gin as their preferred tippie

The gin-der divide - which historically has seen gin viewed as a 'ladies' drink' - is rapidly narrowing, as more and more men discover a love of the spirit. Women, however, are still the driving force behind the popularity of gin in its many forms.

Respondents who declared gin as their favourite drink:



Women are also more adventurous gin drinkers than men: the survey found that women are more likely to have a bigger variety of gins in their home.

In fact, some **12%** of women admit to owning up to 20 different types of gin at home at any one time, compared to only **6%** of men.



3

THE GIN-DER GAP IS SHRINKING

More men are choosing gin as their preferred tippie



There definitely has been a big increase in the popularity of gin among men this year. There's more choice than ever before so there's wider appeal to a broader range of palettes.

Then there's the impact of celebrity gin fans like the movie star (and gin brand founder) Ryan Reynolds, who have helped make gin desirable for male consumers.

Cocktails "for men" were traditionally dominated by bourbon and whisky-based options, but these days men are just as likely - if not more so - to build themselves a good gin cocktail, whether it's a classic drink like a Negroni, or one of our own Craft Gin Club recipes for the Cocktail of the Month, like the Race Car. I think this is just the start of the new gin cocktail revolution for men!

PETE DOWNES

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GET IN TOUCH

We'd love to hear from you!

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