# Growing trend towards mindful drinking among younger generations



Katie Nessel, a 38-year-old Washington State resident and stay-at-home mother, has gained significant attention for her approach to moderating alcohol intake, reflecting a growing trend towards reduced drinking among younger generations. Known online as @soberishmom, Nessel began sharing her journey toward a ‘soberish’ lifestyle in 2022, initially as a personal health decision but soon evolving into a platform for educating others about alcohol's hidden health risks.

Recently, Nessel's insightful content gained traction after a viral post on January 4, where she outlined five health concerns associated with alcohol consumption. The post combined relatable daily activities with facts that showcased the physiological and psychological impacts of alcohol, resonating with her followers and amassing over 400,000 likes. In her words, she noted, "I think we have had a public crisis of misinformation around the health risks of alcohol," illustrating the thirst for knowledge among the public regarding moderate drinking habits.

Nessel highlights several health concerns linked to alcohol consumption. A dentist’s perspective revealed that alcohol stays in saliva for up to 24 hours, increasing the risk of tooth decay and gum disease. A dermatologist noted that alcohol rapidly accelerates skin ageing, while a fitness trainer pointed out its negative effects on fat-burning and muscle growth. Additionally, a doctor confirmed that alcohol is a carcinogen associated with seven types of cancer, and a therapist mentioned that it exacerbates anxiety.

The social media response indicates a broader trend away from heavy drinking, especially among young adults. According to analytics from Gallup, U.S. alcohol consumption is declining, particularly in the under-35 demographic, where only 62% reported drinking alcohol, compared to 72% in 2001. This is reinforced by a slight decrease in the number of nightclubs in the U.K. and U.S., hinting at a cultural shift away from drinking as a primary leisure activity.

Nessel’s aim is not to promote complete sobriety but rather to encourage mindfulness in drinking habits. She stated, “There is no judgment attached—just an invitation to consider if alcohol is playing too big a role in your life,” emphasising the importance of awareness over prohibition. Her platform has attracted over 235,000 followers, with many sharing their personal experiences of successfully reducing alcohol intake.

In an expert assessment, Dr. Olalekan Otulana, an addiction specialist in England, corroborated Nessel's claims regarding the negative health impacts of alcohol. He elaborated on the correlation between alcohol and various health issues, including dental problems, skin conditions, weight gain, and increased cancer risks. He noted, "The more you drink, the higher your risk," underlining the dose-dependency of alcohol's health effects.

As the ‘soberish’ trend gains momentum, it presents actionable insights for alcoholic drinks brands grappling with changing consumer preferences. With the younger demographic increasingly opting for reduced or zero-alcohol options, brands may need to recalibrate their marketing strategies. Education around responsible drinking may foster brand loyalty among consumers prioritising health and well-being.

The movement towards mindful alcohol consumption showcases a potential shift in the beverage market, with opportunities for brands to align with consumer needs for transparency, health awareness, and alternative options. As alcohol continues to be examined through a health-centric lens, brands that innovate within this space could capitalise on the evolving landscape of social drinking.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://seattlerefined.com/lifestyle/cheers-without-the-hangover-meet-soberish-mom-katie-nessel-seattle-washington-no-low-alcohol-mocktails> - This article supports Katie Nessel's role in promoting mindful alcohol consumption and her journey towards a 'soberish' lifestyle. It highlights her efforts to educate others about the health risks associated with alcohol.
* <https://podcasts.apple.com/us/podcast/the-soberish-movement-explosion-katie-nessel-aka/id1720379887?i=1000663913219> - This podcast episode discusses Katie Nessel's involvement in the 'soberish' movement and her advocacy for alcohol moderation as a tool for long-term change.
* <https://www.gallup.com/poll/158978/alcohol-consumption.aspx> - Gallup's data on alcohol consumption trends in the U.S. supports the claim that alcohol consumption is declining, especially among younger adults.
* <https://www.cancer.org/cancer/cancer-causes/diet-physical-activity/alcohol-use-and-cancer-risk.html> - This resource from the American Cancer Society corroborates the health concern that alcohol is a carcinogen linked to several types of cancer.
* <https://www.nhs.uk/live-well/alcohol-support/calculating-alcohol-units/> - The NHS provides information on the health impacts of alcohol, including its effects on skin aging and dental health, aligning with the health concerns highlighted by Katie Nessel.