# March trends in the alcoholic beverage market



As March approaches its mid-point, various developments and trends are taking shape in the alcoholic beverage market, particularly pertinent for brands aiming to optimise their strategies. A significant shift in consumer preferences and seasonal spikes in sales are noteworthy aspects for industry stakeholders.

In March, the shift to Daylight Saving Time on March 9 offers a seasonal boost to foot traffic in bars and restaurants, making it a critical point for sales optimisation. Longer days and later sunsets are expected to draw more patrons, emphasising the importance of well-planned marketing events and tailored beverage offerings. Many establishments are likely to enhance their promotions and menu items in response to this seasonal increase in consumer activity.

March 17 brings St. Patrick's Day—a notable occasion that typically spells higher sales, particularly in the restaurant and bar sectors. Increased patronage during this holiday can lead to enhanced sales volumes, suggesting the need for thoughtful inventory management and promotion of trending beverages. Observing changing consumer tastes is essential, as the once-popular green beer tradition evolves. There is a clear shift towards more sophisticated beverages, revealing an opportunity for businesses to innovate their drink offerings.

The onset of the spring equinox on March 20 heralds a seasonal transition that complements ongoing trends related to Lenten observances. The period from March 5 to April 17 is marked by Lent, during which many consumers engage in various abstentions, including alcohol. This dynamic creates a unique market opportunity for establishments to introduce specialised beverage pairings that cater to Lenten dietary choices, notably seafood.

The rise of the no-alcohol and low-alcohol movement represents a notable adjustment in consumer preferences. Industry observations, reflected in discussions with bartenders, indicate a robust demand for nonalcoholic beverages—specifically, nonalcoholic beers, which have reportedly seen rapid sales. This trend not only signifies a cultural shift in drinking habits but also suggests a strategic pivot for craft breweries and beverage brands toward the inclusion of nonalcoholic options. The development of nonalcoholic spirits and wines aligns with this consumer shift, signalling that businesses may need to consider diversifying their product portfolios to include these alternatives.

Additionally, the craft beer sector has experienced a rebound, with many smaller breweries benefiting from the rising demand for nonalcoholic products. The broader trend indicates a sustained decline in overall alcohol consumption, with mocktails gaining traction as an appealing alternative.

Amid these trends, industry stakeholders must remain vigilant regarding the current trade climate. The proposed tariffs on alcohol goods from Canada and Mexico, which are presently paused for 30 days, could significantly impact pricing and availability of popular imports, such as Mexican beer and tequila, as well as Canadian whisky and wine. To mitigate potential risks of price increases, brands are advised to monitor this situation closely and consider strategic purchasing decisions now, while better deals on inventory might still be accessible.

In summary, as we progress through March, alcohol brands must remain adaptable to evolving consumer preferences, capitalise on seasonal sales spikes, and navigate potential supply chain disruptions while promoting a diverse and modern product lineup to meet today’s discerning customer.

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

## References

* <https://www.escoffier.edu/blog/world-food-drink/alcohol-and-beverage-trends/> - This article supports the trend of shifting consumer preferences towards non-alcoholic beverages and the growth of ready-to-drink (RTD) cocktails, which are becoming increasingly popular.
* <https://www.ohbev.com/blog/alcohol-industry-trends-and-forecast> - It highlights the economic backdrop and consumer behaviors influencing the alcohol industry, including premiumization and the rise of RTDs, aligning with the article's discussion on evolving consumer tastes.
* <https://daily.sevenfifty.com/5-cocktail-and-spirits-industry-trends-to-watch-in-2025/> - This article discusses trends in the spirits industry, including the growth of RTDs and the impact of consumer preferences on sales, which supports the article's points on seasonal sales spikes and consumer shifts.
* <https://www.federalregister.gov/documents/2024/04/22/2024-07496/guidance-for-federal-financial-assistance> - While not directly related to alcohol trends, this source provides context on regulatory and economic considerations that could influence trade and supply chains, relevant to discussions on tariffs and inventory management.
* <https://www.noahwire.com> - This is the source article itself, providing an overview of trends in the alcoholic beverage market, including seasonal spikes and consumer preferences.