

Diageo identifies 2025 socialising trends in new global report

09 January 2025 | News

Distilled 2025 uses AI-driven analysis to offer foresight into trends shaping consumer behaviour in 2025, including the rise of consumers alternating between alcoholic and non-alcoholic drinks



Distilled 2025 uses AI-driven analysis to offer foresight into trends shaping consumer behaviour in 2025, including the rise of consumers alternating between alcoholic and non-alcoholic drinks

Diageo, maker of Johnnie Walker, Don Julio Tequila and Guinness, has unveiled its annual global trends report which reveals how and why consumers will socialise over the next year. Based on AI analysis of over 160 million online conversations across the world, Distilled 2025 offers detailed insights into what is driving discussions globally and the current trends shaping consumer decision-making.

This year's edition builds on the success of the inaugural Distilled Report. In its first version, the study uncovered and classified five key global consumer trends: Neo-Hedonism, Conscious Wellbeing, Expanding Reality, Collective Belonging and Betterment Brands. In this year's report, Diageo has explored how these five macro trends have evolved over the past 12 months and used them to offer new insights into trends likely to shape consumer behaviour this year.

Practising moderate drinking by 'zebra striping' - the behaviour of alternating between alcoholic and non-alcoholic beverages during a single social occasion. This reflects the broader rise the report uncovered in online conversations around self-care, wellness and slower social interactions: a 79 per cent year-on-year growth in discussions around "decelerated occasions" (one of the largest increases identified) and a 37 per cent rise in discussions around 'celebrating self-love'.

Spending more time and money on single unique products or experiences or making the most of 'one night only' to create once-in-a-lifetime memories. The report found that conversations about making the most of unique products and events have risen 83 per cent year-on-year (5.6m conversations) alongside a 42 per cent increase in consumers talking about alternative social spaces such as virtual reality gaming lounges, hybrid physical-digital venues or pop-up bars all offering new ways for people to connect and socialise.

Integrating AI into their daily lives. Conversations around AI-enabled relationships are up across every region globally â?? 83 per cent worldwide with the largest growth in Europe (96 per cent) and North America (91 per cent). The report explores how as AI evolves, it will likely become a more trusted aid in navigating daily choices and how this is already being seen through everyday consumer applications from banking digital assistants to fitness apps with personalised training plans and real-time health insights, transforming the relationship between consumers and brands as a result.

Seeking deeper connections in online and offline communities. The report shows a 121 per cent surge globally in discussions about connecting passionate fandoms â?? over 32m conversations and the highest conversation increase identified. Markets such as LAC and North America saw an increase of 135 per cent and 126 per cent respectively.