DRY JANUARY

Nearly 1 in 4 consumers (23%) that drink alcohol are actively moderating or abstaining in the month of January by participating either "Dry January" or "Damp January".

1 THE TOP REASONS for participating in Dry or Damp January

- Physical health: 56.3%
- Mental clarity/mood: 44.1%
- Reset habits: 42.7%
- Weight/fitness: 38.3%
- Save money: 32.4%

Damp January participants are more wellness-driven than the Dry January group.

Damp vs Dry (reason %):

PHYSICAL HEALTH	WEIGHT/FITNESS	MENTAL CLARITY
60.0% DAMP vs. 51.4% DRY	42.0% DAMP vs. 33.1% DRY	46.9% DAMP vs. 40.3% DRY
+8.6pp	+8.9pp	+6.6pp

2 MOTIVATION "STACKING" is real and it separates Dry vs Damp cleanly.

People are participating in Dry/Damp January for multiple reasons.

The average # of reasons selected = 2.63

But the mix for Dry and Damp January differ:

Damp is more likely to have 1–2 wellness reasons.

What it means:
There are two different January "jobs" happening:

- Wellness optimizer (Damp-heavy)
- Hard resetter (Dry-heavy)

3 ONLY A SMALL NUMBER OF CONSUMERS (16.4%) are participating in Dry/Damp January to "Evaluate my relationship with alcohol," but this segment behaves totally differently on alternative/substitute beverages.

What it means:
This is your **"identity shift"** segment. They're reducing and actively exploring replacements that let them keep rituals (cocktail moments, social identity), without alcohol.

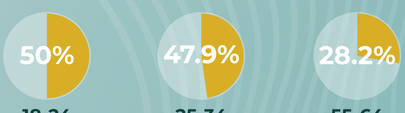
For this group, Substitute usage over-indexes sharply vs. the Dry/Damp baseline, driven by NA spirits and NA wine **(2×+ likelihood).**



4 AGE changes what Dry January is for.

Participation declines with age and the why shifts. The "relationship evaluator" motivation peaks in 25–54 then drops with older consumers.

Alcohol-like alternative preference also skews younger among participants:



What it means:
- Younger participants are **experimenting + replacing rituals.**
- Older participants are **simplifying + reducing.**

5 GENDER DIFFERENCES aren't mainly in "participation" — they're in motivations and replacement style.

Participation rates among "drinkers" end up similar, but the drivers differ:

Among Dry/Damp participants:

Weight/fitness as a reason: 42.3% women, 30.8% men (+11.5pp)

Choosing an alcohol-like alternative (any of NA beer/wine/spirits/mocktails): 40.5% women, 34.2% men (+6.3pp)

What it means:
Women are more likely to frame it as body + wellness alignment, and are slightly more likely to pursue ritual replacements (mocktails/NA options), not just "drink less."

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