

NBCUniversal

BEVERAGE 2025 YEAR IN REVIEW

Industry *Highlights* & Media Trends

as of March 2026

Agenda

1

Beverage Landscape

Current Landscape & FY 2025 Media Trends

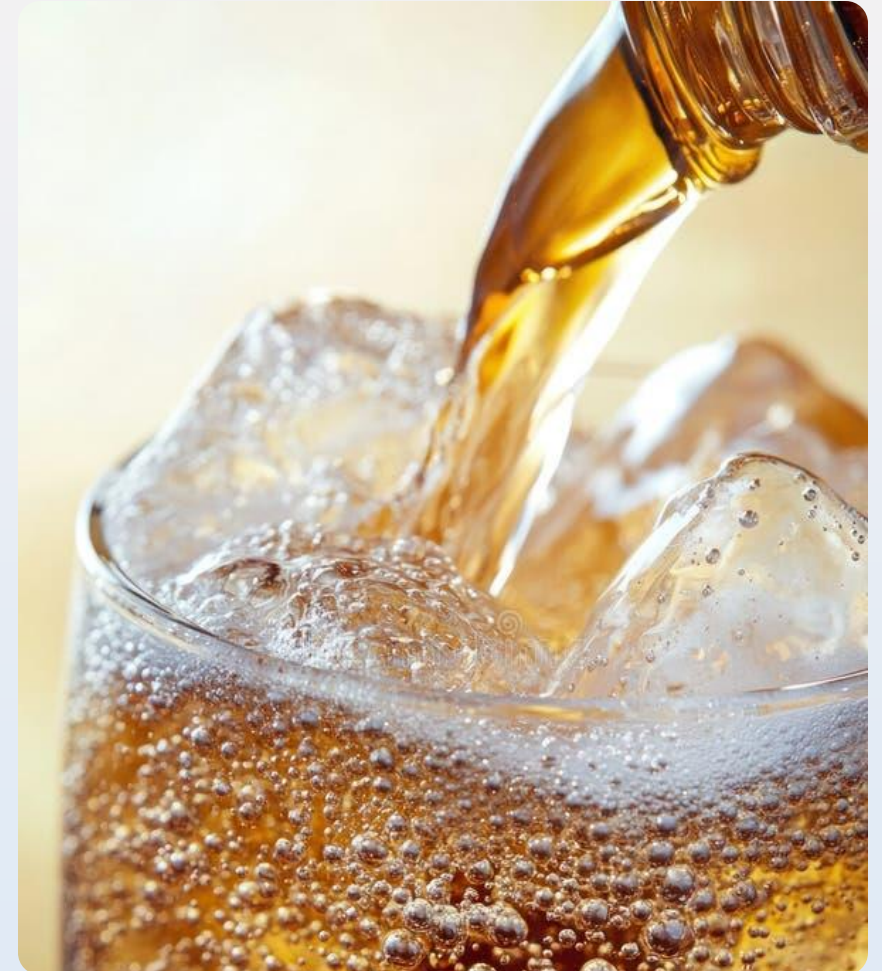
2

Beverage @ NBCU Update

Media Trends, Creative Showcase

3

Beverage Upcoming Opportunities At NBCU



Current **Beverage** Category Dynamics

The Beverage category is shifting from broad-based volume expansion to targeted, portfolio-led growth

Headwinds



Health-forward behaviors are reshaping consumption, as moderation, sugar scrutiny, and wellness priorities influence beverage choices

Price sensitivity accelerating trade-down behaviors is putting premiumization under pressure

Competition for occasions is intensifying, as energy, functional beverages, alcohol alternatives, and hydration formats fragment share

Younger drinkers are reshaping the category entry point, experimenting across formats and showing weaker long-term brand loyalty

Tailwinds



Convenience-led formats drive growth, with RTDs and portable beverages aligning with on-the-go lifestyles

Functionality expands new occasions, as wellness benefits unlock new consumption moments

Premium share holds with consumers paying more for quality ingredients and authentic storytelling

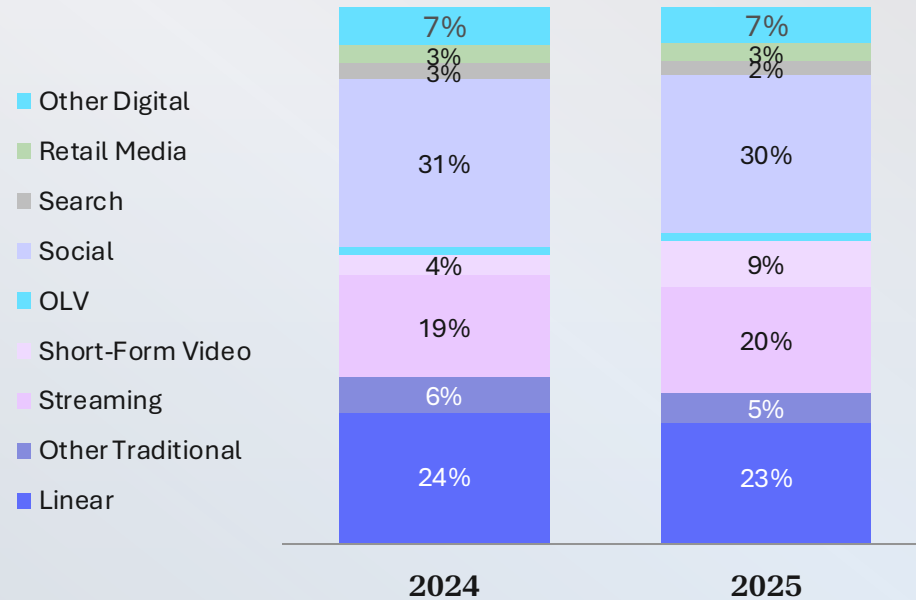
Innovation fuels cultural relevance, as limited releases, collaborations, and flavor experimentation capture attention

Beverage Marketplace Spend

The category continues to tap into cultural moments as it continues the shift towards digital by increasing spend across the digital video ecosystem

Beverage Category Media Mix

Share of Spend, in %



Traditional vs. Digital
% Split

2024 31% / 69%

2025 28% / 72%

Total Spend

+10% YoY

Driven by digital growth (+14%)

Streaming

+13%

Accounting for nearly half (46%) of the category's Premium Video spend, the 3rd highest of any category in the marketplace

Social

+4% YoY

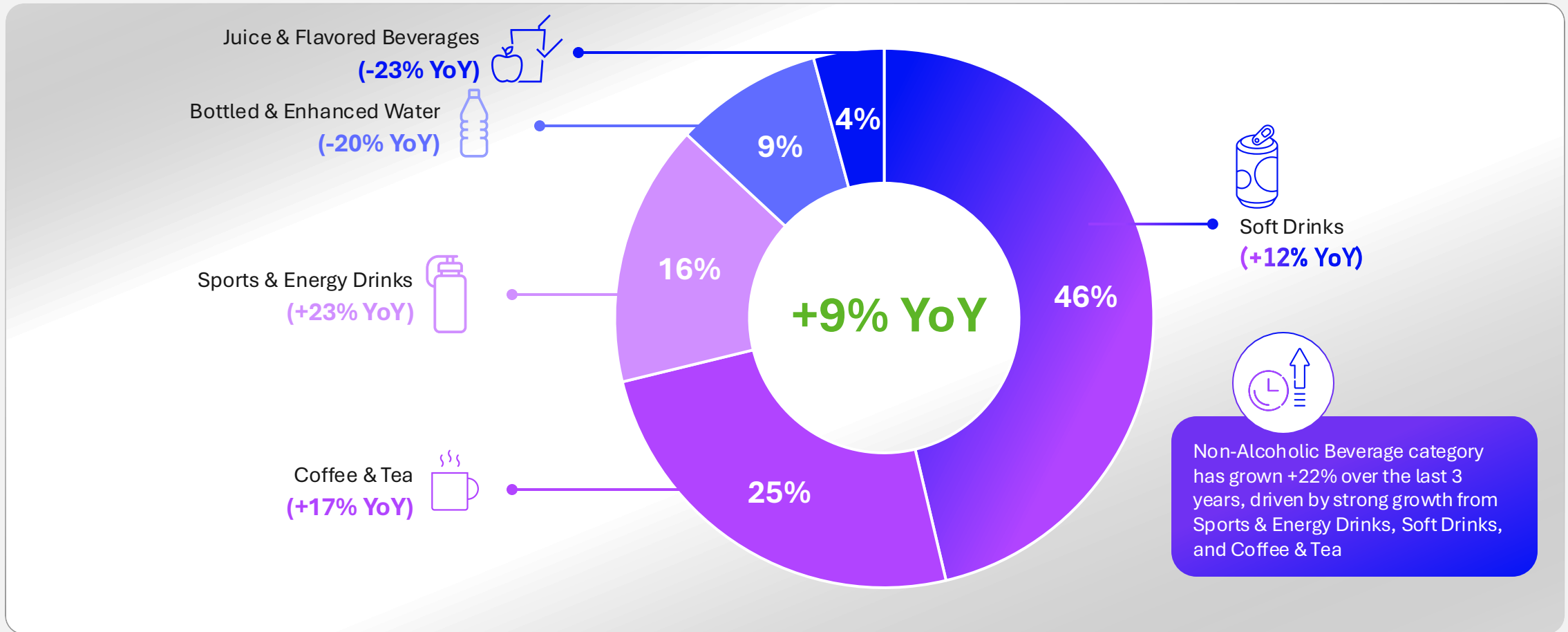
Now representing the largest media channel by volume/share for the category

Linear Spend

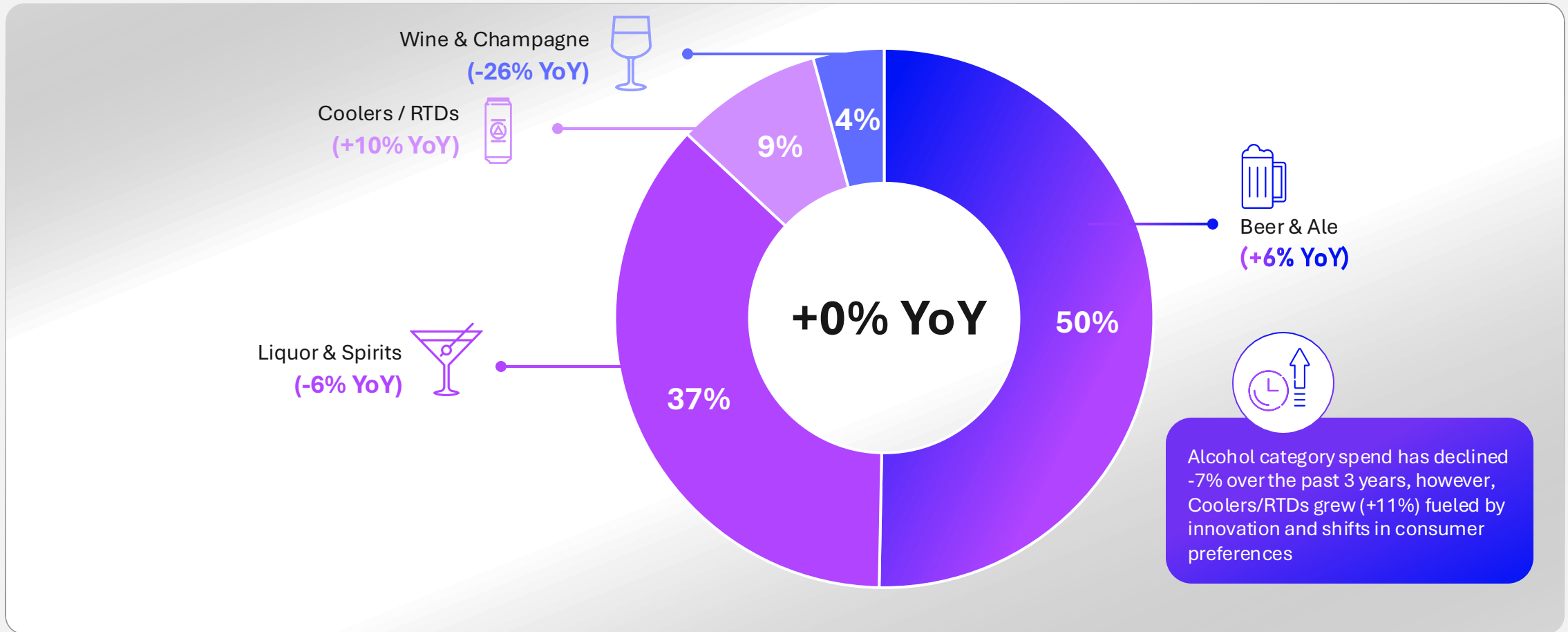
+2% YoY

Fueled by increases in Sports (+5%), Broadcast (+10%), and News (+52%)

Non-Alcoholic Beverage Media investment sees growth from categories supporting on-the-go lifestyles



Alcohol Media investment reflects innovation fueling cultural relevance



The largest 2025 Alcohol spend growers were in the Whiskey, Import Beer, and RTD Categories

2025 Alcohol Advertiser Spend Volume Growth by Subcategory
\$USD Millions



2025 Non-Alc Beverage Advertiser Spend Volume Growth by Subcategory
 \$USD Millions

The largest 2025 Beverage spend growers were in the Soft Drink, Coffee, and Performance Drink Categories



Beverage NBCU SPEND

2025 vs. 2024

Alcohol Spend Growth at NBCU Outpaced the Marketplace in 2025

As portfolios look to premium content environments and advanced buying paths to capture and convert key audiences across platforms.



LINEAR

remains the focal point, with the Sports and ELG genres driving investment as brands tap into cultural moments and prioritize multicultural consumers.

Sports & ELG account for
76%
of all Linear spend

+23%
in Hispanic Linear



ADVANCED

buying paths are being prioritized as brands seek to strengthen relationships with key consumer segments.

+24%
in advanced audience
buying paths

+44%
in advanced streaming,
accounting for 62% of all
streaming spend



STREAMING

continues as a key area to engage audiences, accounting for 88% of all digital spend, as brands look to drive impact and reach with premium content opportunities.

+40%
in Streaming spend YoY

+19%
in Peacock Premier

+50%
in Peacock AX



AD INNOVATIONS

remain an integral part of the category's streaming strategy – capturing attention and sparking inspiration for drinking occasions.

+26%
in innovations

96%
of innovation spend
allocated to Pause,
Engagement, and
Spotlight ads

Creative & Innovation

Across NBCU

NBCU Spotlight



Late Night with Seth Meyers x Maker's Mark

Maker's Mark partnered with *Late Night with Seth Meyers* for an on-air segment showcasing its red wax dipping and barrel rotation, and extended the activation to the SNL50 Primetime Special and digital platforms.



NBCU Spotlight



Canada Dry x Below Deck

Canada Dry leveraged *Below Deck* IP and its beloved crew to launch a first-of-its-kind partnership in a cross-platform execution that successfully drive brand love and capture high engagement from target audience.



NBCU Spotlight



Cuervo x Love Island USA & WWHL

Cuervo tequila partnered with *Love Island USA S7* and *WWHL* to maintain summer-long relevance, headlined by two custom content spots featuring fan-favorite Leah Kateb.



2026 **BEVERAGE** Predictions

Beyond regulatory shifts, these **5 key topics** highlight how brands are balancing convenience, functional value, and intentionality to capture the evolving modern consumer.



Choice Fluidity

Brands are launching unified portfolios where the same brand logic applies to 0.0%, low-ABV, and full-strength versions. Consumers are "zebra-striping" (alternating between alc and non-alc) within a single evening.

Growth will come from portfolio strategy rather than single-SKU success.

92%

of non-alcohol buyers also purchase alcohol, supporting the idea that consumers are redistributing consumption across formats over time.¹

The Rise of Intentionality

Alcohol is losing its status as the social default. Drinking is moving to a deliberate, occasional choice, driven by a generational shift in health perception.

Volume-based growth models are under pressure. Brands must pivot to value over volume, focusing on premiumization, smaller formats and high-end associations.

54%

a record-low 54% of Americans say they drink alcohol, as a majority now believe moderate drinking is unhealthy.²

The Functionality Takeover

The market is shifting from refreshment to bio-hacking, with ingredients like magnesium for calm, lion's mane for focus, energy, and probiotics for gut health becoming standard.

Brands can no longer win on taste alone. Innovation must shift from new flavor launches to benefit-led platforms.

75%

of functional drink consumers believe brands should do more to explain benefits of these ingredients.³

Beverages as Mood Tools

Beverages are increasingly used as "liquid tools" to manage the stress and cognitive demands of modern life. Alcohol no longer holds the monopoly on "winding down".

Brands need to map their products to "need states" rather than time-of-day, (e.g., energy, relaxation, celebration).

45%

of U.S. consumers look for mood-boosting benefits when choosing an alcohol alternative.⁴

Price Sensitivity vs Efficiency

Consumption is shifting toward convenience and value, as seen in the growth of ready-to-drink options alongside a surge in concentrates and multipurpose powders that offer cost-effective formats.

Pack architecture is now a primary growth lever. Value packs appeal to families, while Gen Z prefers smaller, "aesthetic" single-serves.

53%

of U.S. consumers would rather see smaller package size than higher prices.⁵

2026 Opportunities for the Beverage Category

TODAY



Late Night w/ Seth Meyers

Late Night with Seth Meyers

With his signature maverick and sharp wry segments, Seth Meyers' Monday breaks down the day's biggest stories and takes the current political scene head-on, all while keeping it fun and funny. Together with a few studio audience, Late Night with Seth Meyers features Emmy award-winning comedians and continues to attract a devoted and loyal network.

Kick Monday's Thursday on NBC at 10:35pm/11:35c and Peacock next day.

Timing: Evening | **Distribution:** NBC and PEACOCK | **Next day**

NBC's Late Night Success		Influence Over Peacock's The Tonight Show		Driving Impact for Partners	
5.8B	23M	32M	93	8-Week	7x
Weeks of highest completed average audience	Weeks of highest monthly reach	Weeks of highest average audience	Weeks of highest reach	Weeks of highest reach	Weeks of highest reach

Ways to activate: Branding | Content | Content Alignment | Commercial | Promotional | Ad Integration | Social | Influencer & Experiential | Data Targeting

DIG



Top Chef



The Kelly Clarkson Show



Premios Billboard



Watch What Happens Live

Watch What Happens Live With Andy Cohen

Anything can happen on Watch What Happens Live with Andy Cohen, the only live interactive late night talk show. From the show, Cohen hosts the iconic WWHL Clubhouse, from interactive games to A-List guests, our fans never know what to expect, and there is an opportunity for brands to reach engaged audiences on every occasion.

Timing: 20:00 Local Live Episodes, Sun - Thurs Nights | **Distribution:** NBC and PEACOCK

Crucial Platform Reach	Engaged Audience	Brand Impact
2.4M	+20%	+30%
Weekly on Facebook	Weekly on Instagram	Weekly on Twitter

Ways to activate: Branding | Facebook After Shows | Branding Games | Audience Community | Sponsored Posts | Social Experiences | Content | Promotional | Package | Advertisements | Product Sponsorship

Reach Different Fans Who are Consuming More Content: 4.8 Billion



NBCUniversal

THANK YOU

NBCU Beverage Category Strategy Team:

Dominique Folacci, Nick Cafiero, Ben Cohen