

Gen Z leads 0.0 movement as alcohol-free confidence goes global

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On one of the most popular dates for work festive parties, a new global study from Heineken 0.0, the World's number 1 non-alcoholic beer, reveals that 2025 marks the first festive season where saying "no thanks" needs no excuse, with almost three-quarters (72 per cent) of people confident to skip alcohol without fear of being judged or excluded.

Attitudes towards drinking alcohol are changing fast. The study, carried out in five countries in partnership with the renowned author of *Sober Curious*, Ruby Warrington, reveals that over two-thirds (67 per cent) of people now say it's outdated and inappropriate to ask why someone isn't drinking alcohol in 2025. Also, 81 per cent agree it's acceptable to say "no" to alcohol at festive events – no explanation required.

Back in January, Heineken's '0.0 Reasons Needed' study showed Gen Z were leading a quietly confident movement, but some social stigma around not drinking alcohol still existed. Fast forward less than a year, and that confidence is taking hold in cultures from all over the World, with two-thirds of us (66 per cent) finding it very easy to turn down a drink at festive events, such as work parties.

Heineken's partner in its original January study, Charles Spence, Professor of Experimental Psychology at the University of Oxford, said, "These two studies show how quickly attitudes shift. Alcohol has been central to social life for generations, but the data now prove moderation is for everyone."

How people plan to celebrate this season also tells the story. 37 per cent will moderate their intake, 27 per cent plan to abstain altogether, and 1 in 5 will raise a 0.0 beer instead. Gen Z are leading the charge for balance with 30 per cent planning to 'zebra stripe' their drinks, alternating between alcoholic and non-alcoholic all night.

Fear of missing out has finally gone out of fashion. Nearly 9 in 10 (86 per cent) say they are comfortable drinking low or no-alcohol options at festive events, and 76 per cent say they don't need alcohol to feel included. In fact, 90 per cent say they'd support a friend choosing to drink low or no-alcohol versions this festive season – proof that social pressure has given way

to social acceptance.

While the UK and US may be leading the charge, this shift is global. In Brazil, two-thirds (67 per cent) say they're comfortable choosing 0.0 in social settings. In Japan, once among the most alcohol-centric cultures, over four in ten (44 per cent) now feel comfortable going alcohol-free at parties.