

December 3, 2024

Thanksgiving Eve Was a Boon for Packaged Beer, But Bust for Draft

BeerBoard reported good news and bad news for Beer from the “biggest party night of the year,” Thanksgiving Eve.

While packaged products (defined as beer, RTDs and cider) were up 18% year over year on November 27 (as compared to Thanksgiving Eve the year before), spirits was up more than double that (almost 40%), and wine was up almost 29%.

But the worst part?

“Draft volumes saw a third consecutive dip (this year by -1.8%) after a -2.5% decline in 2023 and a sizable -17.1% fall in 2022,” per report.

However, compared to the week prior (Nov. 20), draft did see a boost, at +39% (packaged was +31%, spirits, +93%).

As for the top draft styles for Thanksgiving Eve (vs. TE '23), they were unchanged: Light Lager was the no. 1 style, followed by Lagers, and then IPA. Michelob Ultra [14.5% volume share] was the top-poured draft, followed by Miller Lite (9.9%) and Modelo Especial (8.9%).

But there was movement in the top packaged products on Thanksgiving Eve vs. YA.

“Lagers took over as the no. 1 style (at least for a day) on Thanksgiving Eve, bumping Light Lagers to the no. 2 position. RTD Cocktails jumped to no. 3, replacing Hard Seltzers, which held that position in 2023. Corona Extra [14.4% share] was the no. 1-moving Packaged product, followed by Michelob Ultra (13.3%) and Modelo Especial (11.4%).”