

Do People Associate Hard Seltzer With Summertime?

As a few GutCheck researchers explored Google Search data over the past 90-day for signs that people are thinking about summertime fun, we came across this:



Interest in "Lemonade"

We noticed search volume weekend upticks since late March



Interest in "Potato Salad"

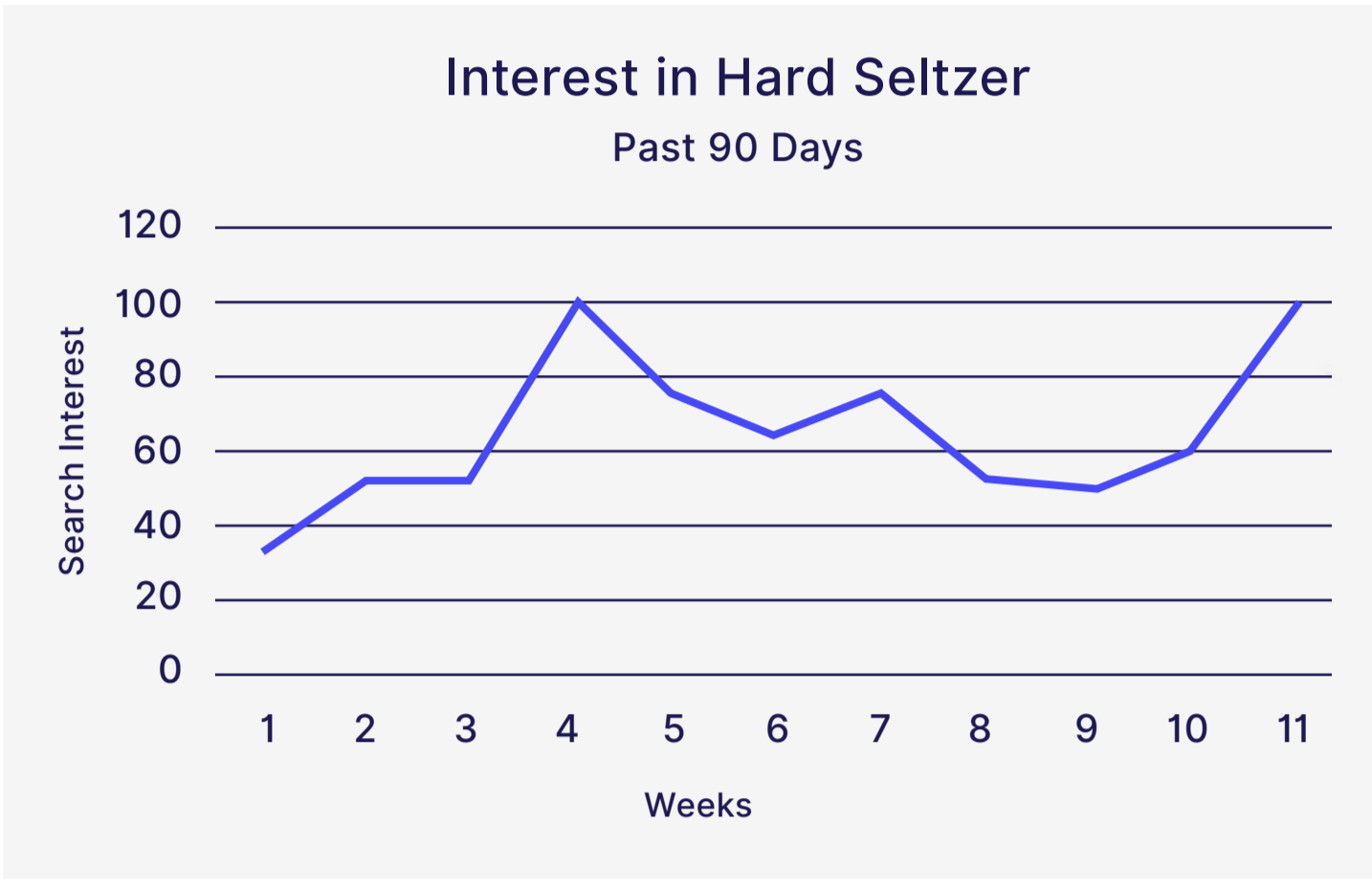
We observed search volume ticked up a bit on two recent weekends



Interest in "Hot Dogs"

We saw lots of ups and downs in search volume with the most recent uptick last weekend

Also, we saw this:



Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

This data represents 90 days beginning on March 7th 2021.

So, what are people saying about hard seltzer?

“

An easy weekend afternoon drink for the beach or pool. It's light but flavorful and not too filling.

“

I picked up a couple cases of these for my best friend's bachelorette weekend, and they emptied the cooler pretty quickly!

“

My favorite flavor is the black cherry. This is a refreshing cold drink on a hot summer day. This reminds me of the beach or being at the pool.

“

This stuff is great for tailgating or a picnic where you plan on drinking over a period of time.

“

This was a Mother's Day treat for me last weekend.

“

A summer staple in my house.



Across the 8,300 online comments we analyzed, "summer" was one of the top 10 nouns most frequently used. So, yes, certain hard seltzer drinkers associate the beverage with summertime, but people also consider hard seltzer for occasions throughout the year.

“

Fav drink for tailgating or at home watching the game.

“

I drink them all year round, but they are especially refreshing in the summer time!

“

These flavors hit just the right tone for celebrating around Christmas time!



Here's hoping for an "Endless Summer" for Hard Seltzer!