

# KARAOKE INSIGHTS

NATIONAL





## What are the top and trending cocktails associated with Karaoke?

### On-Premise Cocktail Mentions as a Proportion of Total Karaoke Mentions

POWERED BY [GROUND SIGNAL.AI](#)

- █ High ↑
- █ Mid ↑
- Neutral +/-
- █ Mid ↓
- █ High ↓

#### Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 390% more likely to mention Shots when posting about Karaoke than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA	<div style="width: 40%;"></div>	↗ 37%
SHOTS	<div style="width: 10%;"></div>	↑ 390%
TIKI	<div style="width: 10%;"></div>	↗ 32%
FROZEN DRINKS	<div style="width: 10%;"></div>	↗ 48%
LEMON DROP	<div style="width: 5%;"></div>	↑ 138%

\*Index compared to share of cocktail mentions nationally

#### Top Growing On-Premise Cocktail Mentions

For example: Rum Punch share of Karaoke cocktail mentions increased by 92% nationally over the past three years.

Cocktail <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
LEMON DROP	↗ 28%
RUM PUNCH	↑ 92%
ESPRESSO MARTINI	↑ 111%
SPRITZ	↗ 32%
TEQUILA SUNRISE	↑ 118%

\*\*Change in share of mentions nationally from 2022 to 2024

## What are the top and trending cocktail flavors associated with Karaoke?

### On-Premise Cocktail Flavor Mentions as a Proportion of Total Karaoke Mentions

POWERED BY [GROUND SIGNAL.AI](#)

- █ High ↑
- █ Mid ↑
- Neutral +/-
- █ Mid ↓
- █ High ↓

#### Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 61% more likely to mention Watermelon when posting about Karaoke than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
APPLE	<div style="width: 40%;"></div>	↑ 343%
WATERMELON	<div style="width: 25%;"></div>	↑ 61%
CHOCOLATE	<div style="width: 15%;"></div>	↗ 49%
PEANUT BUTTER	<div style="width: 15%;"></div>	↑ 512%
RASPBERRY	<div style="width: 15%;"></div>	↑ 84%
BLOOD ORANGE	<div style="width: 15%;"></div>	↑ 89%

\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Chocolate share of Karaoke cocktail flavor mentions increased by 65% nationally over the past three years.

Flavor <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
ESPRESSO	↗ 25%
SPICY	↗ 37%
CHOCOLATE	↑ 65%
PEANUT BUTTER	↑ 106%
RASPBERRY	↑ 65%
BLOOD ORANGE	↑ 83%

\*\*Change in share of mentions nationally from 2022 to 2024





## What are the top and trending occasions associated with Karaoke?

### On-Premise Occasion Mentions as a Proportion of Total Karaoke Mentions

POWERED BY [GROUND SIGNAL.AI](#)

- High ↑
- Mid ↑
- Neutral +/-
- Mid ↓
- High ↓

#### Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 18% more likely to mention Friends when posting about Karaoke than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
PARTY	<div style="width: 40%;"></div>	↑168%
FRIENDS	<div style="width: 45%;"></div>	↑18%
HAPPY HOUR	<div style="width: 30%;"></div>	↑286%
LATE NIGHT	<div style="width: 20%;"></div>	↑168%
SPORTS	<div style="width: 15%;"></div>	+13%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Occasion Mentions

For example: Trivia share of Karaoke occasion mentions increased by 16% nationally over the past three years.

Occasion <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
HAPPY HOUR	+12%
TRIVIA	↑16%
ANNIVERSARY	↑31%
DATE NIGHT	+14%
VALENTINE'S DAY	↑166%

\*\*Change in share of mentions nationally from 2022 to 2024

## What are the top and trending environments associated with Karaoke?

### On-Premise Environment Mentions as a Proportion of Total Karaoke Mentions

POWERED BY [GROUND SIGNAL.AI](#)

- High ↑
- Mid ↑
- Neutral +/-
- Mid ↓
- High ↓

#### Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 110% more likely to mention Dive Bar when posting about Karaoke than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
HOOKAH	<div style="width: 40%;"></div>	↑90%
DIVE BAR	<div style="width: 45%;"></div>	↑110%
BAR GAMES	<div style="width: 30%;"></div>	+13%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Environment Mentions

For example: Gambling share of Karaoke environment mentions increased by 10% nationally over the past three years.

Environment <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
LIVE MUSIC	+10%
BEACH	↑27%
GAMBLING	+10%
COUNTRY MUSIC	↑19%
JAZZ	+14%
PRIVATE EVENTS	+11%

\*\*Change in share of mentions nationally from 2022 to 2024





Which Key Trade Channels (KTCs) are most likely to feature top Karaoke mention accounts?

Key Trade Channel	Share of Top Karaoke Mention Accounts
CASUAL BARS	37%
CASUAL DINING	17%
HIGH-ENERGY BARS	13%
HIGH-ENERGY NIGHTLIFE	7.6%
CASUAL NIGHTLIFE	7.3%
MULTICULTURAL DINING	6.4%



17% of top Karaoke mention accounts are in the Casual Dining KTC.



Which KTCs have driven Vodka depletions over the past three years in top Karaoke mention accounts nationally?

**Top Opportunity Key Trade Channels for Vodka Depletions (9L/Yr)**

POWERED BY [GROUND SIGNAL.AI](#)

- █ High ↑
- █ Mid ↓
- █ Mid ↑
- █ High ↓
- Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT VODKA DEPLETIONS (9L/YR)	AVERAGE ACCOUNT VODKA DEPLETIONS VS. NATIONAL VODKA BENCHMARK
NIGHTLIFE HOTELS	134.8	↑389%
BUSINESS HOTELS	110.9	↑302%
COCKTAIL-FOCUSED NIGHTLIFE	47.8	↑73%
PREMIUM NIGHTLIFE	44.6	↑62%
CAUCASIAN HIGH-ENERGY DINING	42.8	↑55%
CAUCASIAN COCKTAIL-FOCUSED DINING	35.8	↗30%
<b>NATIONAL VODKA BENCHMARK</b>	<b>27.6</b>	





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top Karaoke mention accounts?

**Top Cocktails on Menu in Top Karaoke Mention Accounts**



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MARGARITA	11%
SHOT	5.1%
MARTINI	4.4%
OLD FASHIONED	2.7%
MULE	2.6%
MIMOSA	2.5%

\*Cocktail Share as a percentage of total cocktails

**Top Cocktail Flavors on Menu in Top Karaoke Mention Accounts**



POWERED BY [GROUND SIGNAL.AI](#)

Flavor/Ingredient	Cocktail Share*
LIME	21%
ORANGE	12%
LEMON	12%
PINEAPPLE	11%
PEACH	6.9%
GINGER	5.6%

\*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of average account depletions over the past three years in top Karaoke mention accounts?

**Spirits Category Sales Performance (9L/Yr) in Top Karaoke Mention Accounts**

POWERED BY [GROUND SIGNAL.AI](#)

■ High ↑    ■ Mid ↓  
■ Mid ↑    ■ High ↓  
■ Neutral +/-

SPIRITS CATEGORY	SHARE OF TOTAL SPIRITS VOLUME (%)	SALES VELOCITY (9L/YR)	SALES VELOCITY VS. NATIONAL ALL SPIRITS BENCHMARK	SALES VELOCITY VS. NATIONAL SAME CATEGORY BENCHMARK
TEQUILA	32%	5.1	↑93%	↗42%
WHISKEY	23%	2.6	-1%	↗39%
VODKA	18%	3.9	↗48%	+10%
RUM	12%	5.2	↑96%	↗28%
LIQUEURS	8.7%	2	↘23%	+7%
GIN	3.3%	2.4	-9%	↗25%
<b>NATIONAL ALL SPIRITS BENCHMARK</b>		2.7		

