

Research reveals how Brits are choosing to celebrate life's small wins

Brits are ready to banish the 'doom and gloom' as 80% of the UK make everyday moments more fun

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/EINPresswire.com/ -- Recent research* from Caorunn gin reveals that fun is firmly back on the agenda, with over 80% of Brits embracing a more optimistic outlook. The UK is choosing to find joy in life's little moments, taking time to switch off, socialise and let their hair down.



Caorunn Gin

With a renewed sense of unity, Brits are ready to embrace the simple often overlooked moments with 83% of 18 to 34-year-olds revealing that they like to celebrate life's small wins over drinks with family or colleagues. This is good news for the hospitality industry as Gen Z lead this surge, with half of Londoners enjoying after work drinks with friends, compared to a third in Manchester.

The UK is looking ahead with a more positive mindset with research revealing that a third of the population overall are choosing to embrace little moments of joy which are both affordable and meaningful. Research reveals that 35 to 44-year-olds like to celebrate life's small wins with a drink at home, whether that's on the sofa with their partner or by enjoying a tipple in their kitchen amongst loved ones. While the younger generations choose to raise a glass to life's wins in their own way, it comes as no surprise that 1 in 3 mums enjoy a lie-in as their chosen moment of happiness!

Other rituals or small everyday moments the UK cherish are enjoying a home cooked or shared meal (a third of 25 to 34 year olds), going for a walk outdoors (a third of 34 to 44 year olds, 41% of 45 to 54 year olds and over half of 55 to 64 year olds) and spending time with family (a third of 34 to 44 year olds and over half of 55 to 64 year olds).

These moments centered around relaxation and connection, outweigh other rituals and small wins in everyday life such as self-care treatments (only 15% of 35 to 44 year olds would treat themselves with a massage or manicure), buying shoes, clothes or accessories (only 16% of 35 to 44 year olds) and only 17% of 35 to 44 year olds look forward to online shopping arriving.

This data shows a potential shift from more materialistic or appearance focused treats to more emotional experiences amongst people we care about, suggesting that if the UK will part with their money it needs to be a more meaningful purchase or driven by an instant mood boost.

How the UK celebrates life's little wins:

Enjoy drinks out with friends or colleagues

83% of 18 to 34 year olds

Celebrate at home more often than going out

41% of 35 to 44 year olds

Favourite ritual is going for a walk outdoors

A third of 35 to 44 year olds

Favourite ritual is spending time with family

Over half of 55 to 64 year olds

Celebrate with a takeaway

36% of 45 to 54 year olds

The research supports Caorunn's 'A Delicious Slice of Life' campaign, which celebrates the everyday rituals and moments of connection that bring joy to daily life. As well as the occasional more luxurious treat such as a holiday, Brits are finding joy in the smaller things which add a 'delicious slice of life' to their day.

A spokesperson for Caorunn Gin said:

"The moments we remember most are often the simplest. Our research shows these everyday rituals remain an important way for people to relax, reconnect and celebrate life's little moments.

We're also seeing more people elevating drinks at home into a special occasion. Whether it's serving a favourite gin in the perfect glass, adding garnish or creating the right atmosphere with music, these small touches help turn an everyday drink into something worth celebrating."

The findings suggest that we are actively seeking out more opportunities for fun, connection and celebration.

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For more information and media enquiries about Caorunn, please contact teams@stellarpublicrelations.com

Research by OnePoll

*Research conducted by OnePoll based on 2,000 adults the UK. This online survey of 2000 UK Adults was commissioned by Stellar PR on behalf of Caorunn and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council.

About Caorunn

Caorunn {pronounced 'ka-roon'} is created by infusing five locally sourced botanicals (rowan berry, dandelion, heather, coul blush apple, and bog myrtle) along with six traditional gin botanicals and natural Scottish water. Fresh and floral on the nose, Caorunn Gin is clean, full-bodied, and aromatic with a long-lasting dry and crisp finish.

This premium Scottish gin is passionately handcrafted in small batches at Balmenach Distillery. Caorunn is distilled in the world's only working Copper Berry Chamber to extract maximum flavour. The botanicals are spread on four large trays and as the vapour passes through the trays, it picks up the flavours of all the botanicals in a long, slow process. When it cools and returns to liquid, now gin, the botanicals are firmly embedded in the spirit.

Recent awards for Caorunn include Country Winner (Flavoured Gin) for Caorunn Scottish Raspberry Gin, Country Winner (Matured Gin) for Caorunn Cask Aged Gin and Silver (London Dry Gin) for Caorunn Classic Gin at the Scottish round of the World Gin Awards 2024. Caorunn Scottish Raspberry Gin was again crowned Country Winner (Flavoured Gin) at the Scottish round of the World Gin Awards 2025. Caorunn also received the UK Gin Producer Trophy at the 2024 IWSC awards.

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