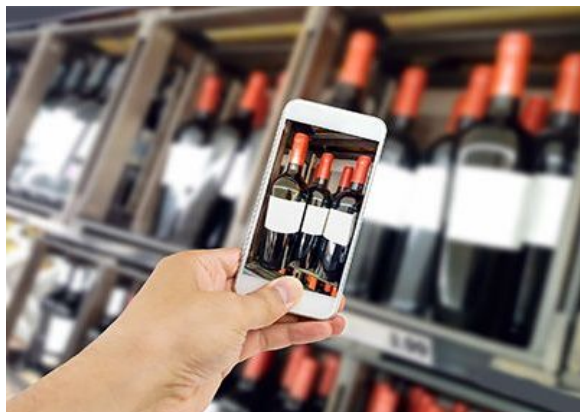


Alcoholic Beverages Online - US - October 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Alcohol delivery is on the rise. Companies are vying for their slice of the market through instant delivery (two hours or less), partnerships with non-CPG brands and category-specific offerings. Consumers want to explore new alcohol choices but need a hand finding where to start – creating an opportunity for online brands to step in."

- **Katie Yackey, eCommerce Analyst**

This report looks at the following areas:

- Consumer use and interest in online alcohol services
- Motivations and barriers when shopping for alcohol online
- Who is doing well in the online alcohol marketplace

While consumers have interest in purchasing alcohol online, fees and state laws make it a complicated matter; however, new technology in the rapidly expanding ecommerce space will aid in turning passive browsing into active buying.

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