

Evolving eCommerce: Alcoholic Beverages: Incl Impact of COVID-19 - US - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the online alcohol market
- Recessionary challenges to gains in the online alcohol market
- How online alcohol can be more than just about convenience
- How to assuage consumers' hesitancy to purchasing alcohol online

The online alcohol market experienced an unexpected sales surge during the beginning of the pandemic as more consumers shopped from home. Online alcohol retailers may quickly lose new consumers as those facing economic hardships reduce their alcohol expenditures or look to streamline online shopping activities. Grocery retailers will become the leaders of the online alcohol market as general online grocery shopping becomes normalized. Dedicated online alcohol retailers can differentiate themselves by focusing on providing customers with unique experiences.



"The pandemic resulted in the rapid adoption of online alcohol delivery services as consumers chose to avoid shopping in-store. While online alcohol retailers enjoyed unanticipated success, they face the challenge of retaining customers during a recession when consumers are extra-sensitive to fees associated with online shopping."

- Caleb Bryant, Associate Director of Food and Drink

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