

Alcoholic Beverages Online - US - 2022

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This report looks at the following areas:

- General alcohol consumption trends
- Services used to buy alcohol online
- Drivers and barriers of online alcohol shopping
- Items purchased in addition to alcohol
- Incentives to motivate online alcohol purchases
- Occasions for online alcohol purchases

Despite their sole dedication to online alcohol, third-party alcohol delivery services receive the lowest use among measured platforms consumers use to buy alcohol online. Leading online alcohol services indicate consumers' preference for familiarity and trust, as well the convenience of buying additional, non-alcohol items. Third-party services should consider how to position their "third-partyness" as an additional layer of expertise rather than another app to download.

Amid financial challenges, eight in 10 alcohol buyers agree they would make a change to their alcohol consumption or purchase behavior to save money/cut costs. As consumers uproot shopping habits, they may be more likely to consider, or re-consider, online alcohol services. Online models should position their services as a tool that helps consumers combat inflation and stretch their food and drink budgets.

Online alcohol and grocery shopping remains elevated but has seen some drop-off as pandemic safety and health concerns ease. As of July 2022, the leading reason consumers report for not purchasing alcoholic beverages online is enjoyment of in-store browsing. Following several years of health concerns, consumers are eagerly returning to the store to engage in a missed activity, creating a strong near-term change for online models.

Over half of alcohol buyers agree drinking at home is more enjoyable than drinking at a bar or restaurant, with the sentiment rising among Millennials, the



"Online alcohol purchases caught fire amid the pandemic as a means of combating exposure concerns. Valuable benefits, such as cost and time savings, exclusive products and offerings, or a fun and connective user experience can help online models stand apart and compete with the dominate in-store channel."
 – Sydney Olson, Food and Drink Analyst

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core alcohol consumer and most active online alcohol shopper. Online models can reap the benefits of this inherent behavior by proving how their services can add even more fun and/or relaxation to at-home drinking occasions.

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