

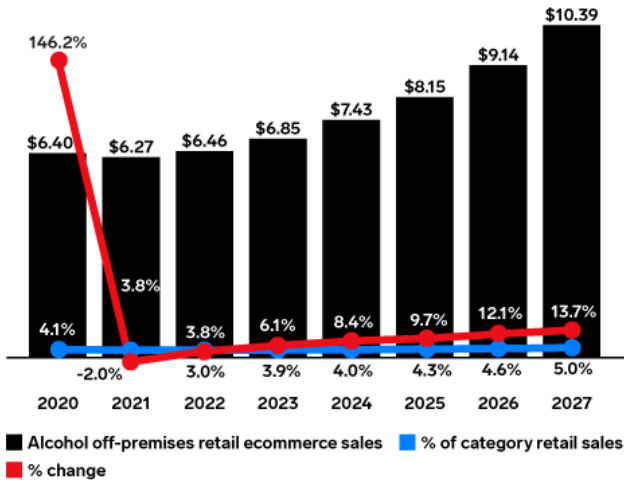
Alcohol sales growth picks up online after years on the rocks, adding to retail media buzz

Article

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US Alcohol Off-Premises Retail Ecommerce Sales, 2020-2027

billions, % change, and % of category retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, June 2023

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eMarketer | InsiderIntelligence.com

Key stat: US alcohol off-premises retail ecommerce sales will reach \$6.85 billion this year, growing 6.1% over 2022, according to our forecast. Growth will reach double digits come 2026.

Beyond the chart:

- Last week, Uber **announced a new video ad format** on its retail media network, which extends across all of its apps, including alcohol delivery service Drizly.
- As it becomes more popular to buy alcohol online, expect delivery services, like Uber Eats and Instacart, and grocers to capitalize on the growing market.

Use this chart:

- Evaluate retail media budgets across categories.
- Plan wholesale alcohol purchases.
- Determine alcohol ecommerce ad spend.

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- [Walmart's strengths lie in grocery, retail media, but fulfillment spells an opportunity](#)
- [How ecommerce powers Amazon's success in 5 charts](#)
- [US Alcohol Ecommerce Forecast 2023 \(Insider Intelligence subscription required\)](#)

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Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues of major online retailers, consumer online buying trends, and macro-level economic conditions.