

# Alcohol sales have been on the up since 2020, and wine coolers are getting cooler

Article

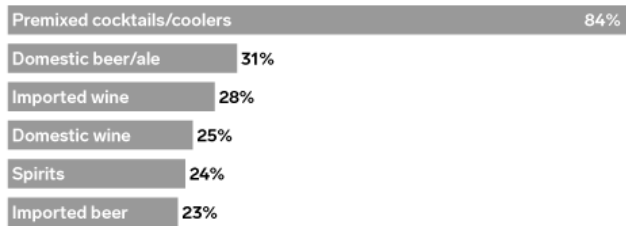
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**Sales of alcoholic beverages grew across all categories**, with premixed cocktails and cooler sales seeing an astonishing **84% increase** when comparing sales from pre-pandemic February 2020 against February 2021. So this St. Patrick's Day, consumers may be replacing their Guinness with a spiked seltzer.

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**US Alcohol Sales Growth, by Beverage Type,  
Week Ending Feb 13, 2021**

% change vs. week ending Feb 15, 2020



*Note: represents activity on Catalina's platform, broader industry metrics may vary  
Source: Catalina as cited in press release, Feb 25, 2021*

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