

The pandemic accelerated online food and beverage growth, but alcohol was an outlier

Article

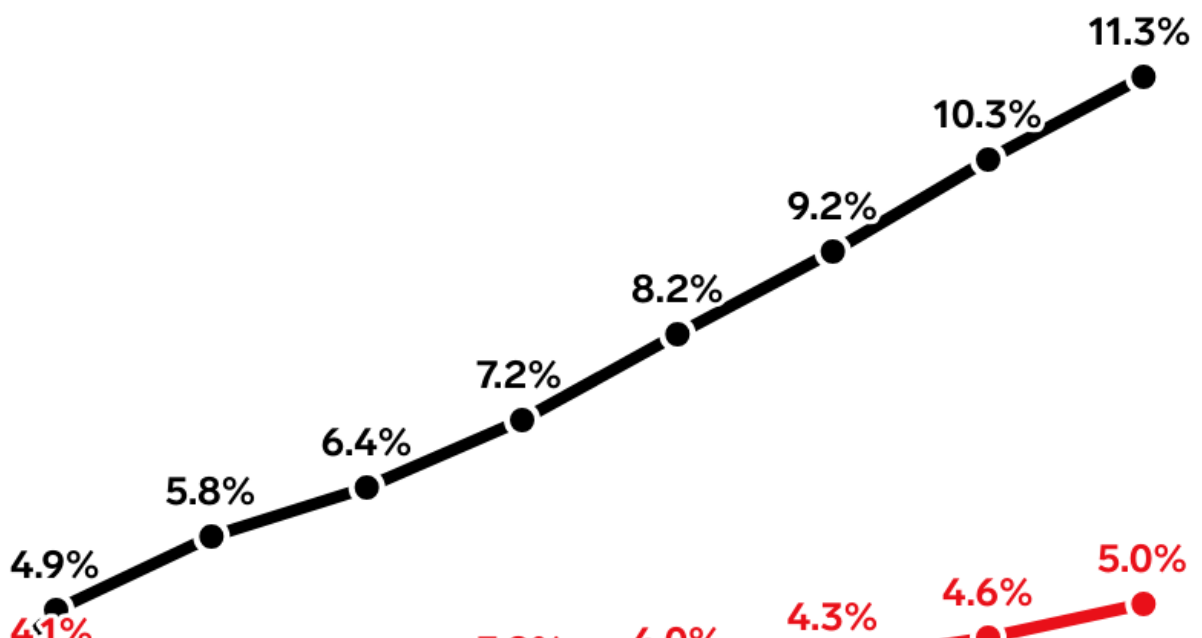
- Before the pandemic, online alcohol sales rates were in close proportion to the rest of food and beverage. But the pandemic-induced digital grocery boom accelerated the pace of

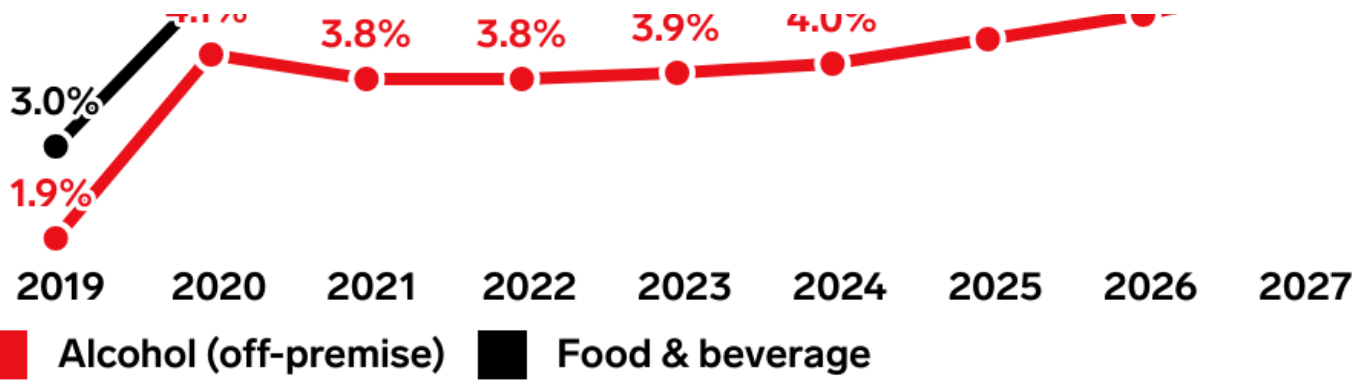
ecommerce penetration among food and beverage sales. For many reasons, alcohol did not keep up with this larger category trend.

- **The digital grocery boom was born out of necessity, then shifted to convenience.** Digital grocery adoption soared during the pandemic when consumers were spending more time at home and avoiding shopping in stores. Since then, many have continued to use these platforms for their easy ordering and fulfillment options.
- **Alcohol is inherently different from core food and beverage products.** For most consumers, alcohol isn't viewed as a necessity. The conveniences of digital grocery don't apply to alcohol buying like they do for frequently purchased essential items. Online alcohol sales are also highly regulated in the US.

The Pandemic Accelerated Digital Penetration for Food & Beverage Sales, but Alcohol Was Left Behind

% of US category sales dollars coming from ecommerce





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

350239

eMarketer | InsiderIntelligence.com

Report by Blake Droesch Jun 09, 2023

US Alcohol Ecommerce Forecast 2023

