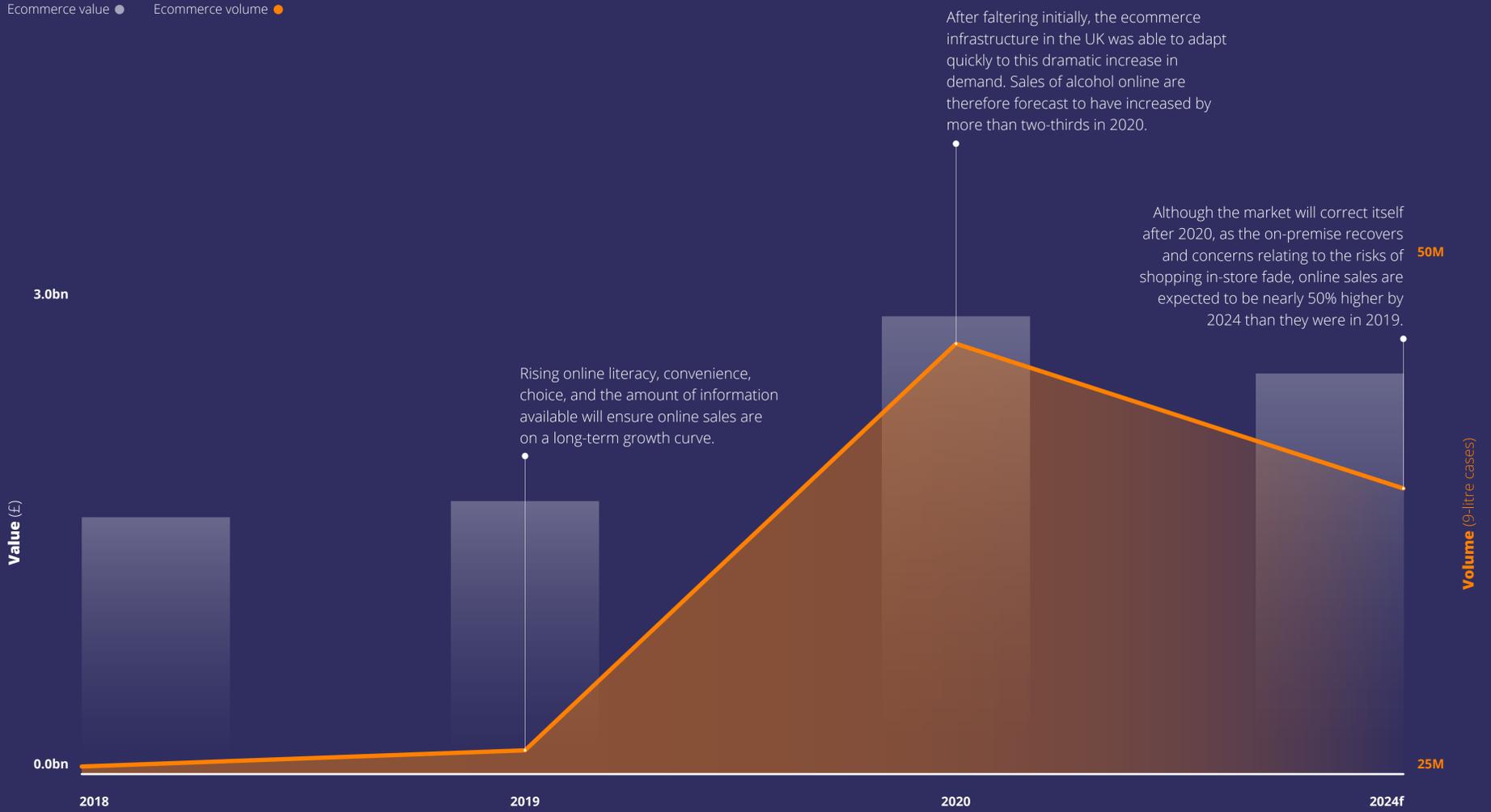


How will the pandemic shape the UK's alcohol ecommerce channel in the mid- to long-term?

Ecommerce value ● Ecommerce volume ●

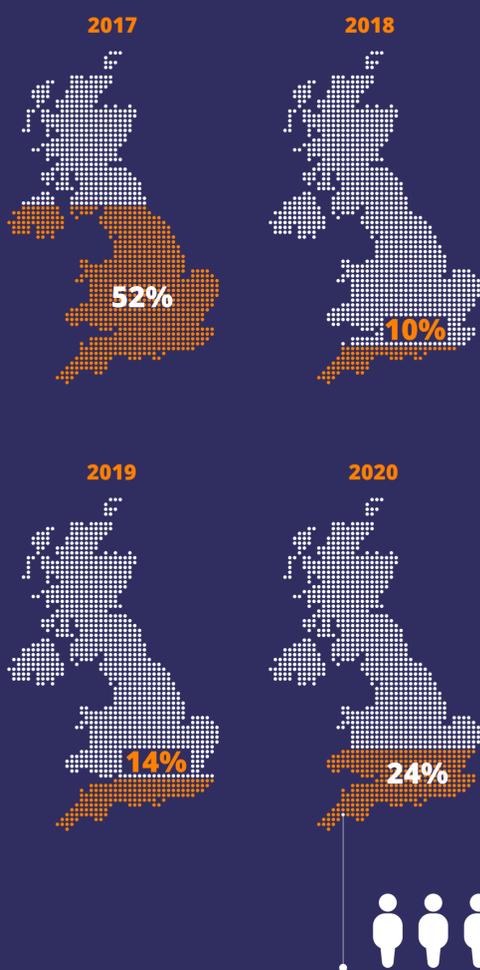


Alcohol e-shopping Maturity

The legacy of Covid-19 will be a more digitally competent consumer, notably among older demographics, which had been most resistant to adopting online shopping habits.

When did you start shopping online for alcohol?

Percentage of Respondents ●



One in four alcohol e-shoppers is new to the experience of buying alcohol online.

"The digital space currently favours premium-and-above products. As ecommerce develops, however, price will inevitably become more of a factor, with shoppers switching more readily between sites and an increase in competition from private-label and discounters. Access to sales data becomes increasingly critical."
Guy Wolfe, Strategic Insights Manager, IWSR Drinks Market Analysis

Forecast ecommerce share by category 2024



A fifth of ecommerce alcohol sales are made up of spirits. These products tend to under-trade in the grocers but overperform on some online marketplaces.

Wine is the most developed ecommerce category, accounting for around half of all online alcohol sales. It is also expected to generate the highest incremental value, with a forecast value CAGR of approximately +8%, 2019 to 2024.

Beer represents nearly a quarter of value sales online, but is expected to gain share slightly over the next five years as marketplaces and on-demand retailers get increasingly involved in the grocery sector.

Base: total UK alcohol e-shoppers, n=408
Source: IWSR Ecommerce Strategic Study 2020