

ONLINE ALCOHOL SALES

THE BIG PICTURE

COVID-19 levied a devastating impact to on-premise businesses in 2020, but also paved the way for the explosion of online alcohol sales as consumers have been sheltering in place for months.

TOTAL ONLINE DELIVERY AND PICKUP GROWTH

Ordering online for grocery and alcohol have experienced massive year-over-year (YOY) jumps.

SALES

AUG 2019 \$1.2B

MAY 2020 \$6.6B

SPEND PER ORDER

AUG 2019 \$72

MAY 2020 \$90

AUG 2019

ORDERS

MAY 2020

16.1M

AUG 2019 13.1M

ONLINE ALCOHOL

ACTIVE CUSTOMERS

MAY 2020 43 M

ORDERS SOAR, WHILE IN-STORE PURCHASES INCREASE, TOO

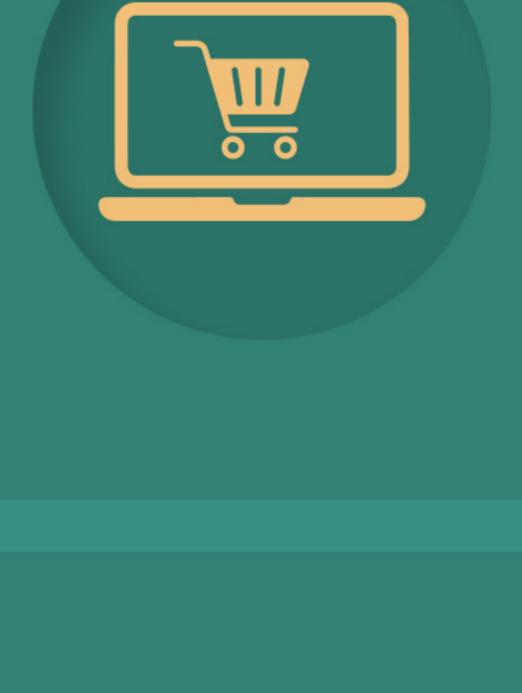
ONLINE ORDERS

+54%

+26%

+534%

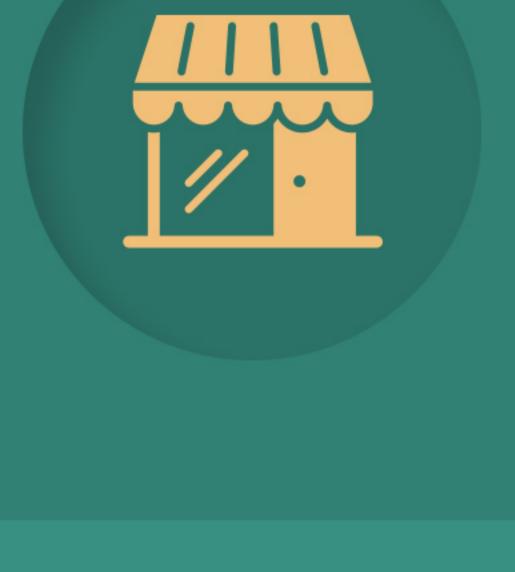
73.5M



Online orders peaked at

the end of April, with a

+534% increase YOY



In-store purchases peaked at the end of March, with

B₂C

PURCHASES

IN-STORE

a +54% increase YOY



Accounts using Drizly (+51% YOY) outselling non-Drizly accounts (+25% YOY)

