HOW WELL DO YOU KNOW THE CURRENT eCommerce LANDSCAPE?

These days, more consumers are shifting their shopping habits online due to the pandemic, opting for delivery or curbside pickup.

Prior to the pandemic, 29% of consumers would shop online from time to time. Now that's up to 86%.

Here are some crucial eCommerce stats and tips to pair with your in-store knowledge to keep your business thriving in the digital age.

GET SOCIAL

75% of adult beverage shoppers say they look at a store's social media accounts while shopping online. Keep your social channels up-to-date with the latest promotions and sales.

SET THE SCENE

70% of consumers say product details are key to their shopping experience — include a PRODUCT IMAGE and description for each bottle, if possible.

59% of adult beverage shoppers used the

🔍 SEARCH BAR

to find a specific product or type of alcohol, such as Napa Valley Cabernet Sauvignon.

CONVENIENCE IS KEY

50% of adult beverage shoppers use the buy online & curbside pickup option.

41% of adult beverage shoppers choose a delivery time within hours of checking out.

76% of shoppers will

PAY MORE

for the convenience of contactless shopping, on-demand fulfillment, and inventory availability.

200% growth in curbside pickup since April 2020.

Younger consumers are more likely to buy wine on the day they need it, meaning you need to have wine available for immediate consumption, as well as versatile pickup and delivery options.

ECOMMERCE IS HERE TO STAY

Analysts forecast significant growth opportunity for retailers like you. Consumer surveys report permanent shifts to shopping online and project 50% of all adult beverage purchases to begin online within the next year, meaning the time is now to explore additional purchasing options beyond the walls of your store.

SOURCES
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Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19, US, Mintel, June 2020
How Alcohol Brands Can Tap the eCommerce Opportunity, Profitero White Paper

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