

2024 eCommerce Report

eCommerce Benchmarks & Insights for Multichannel Alcohol Brands

How MikMak Helps Alcohol Brands
Grow, Commerce-First

MikMak



Alcohol eCommerce is transforming; understanding the trends is vital

Laws and regulations create hurdles for Alcohol brands when it comes to advertising and distribution

In March of 2024, the popular Alcohol delivery service Drizly, [which was the top Alcohol retailer in the MikMak Shopping Index](#), halted their services which caused consumer preference for Alcohol to shift significantly

Now, more than ever, [Non-Alcoholic drink alternatives](#) are rising in popularity with consumers [with 41 percent of Americans making an effort to drink less](#)

Purchase Intent Rate:

The percentage of shoppers who clicked through to at least one retailer.

Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session.

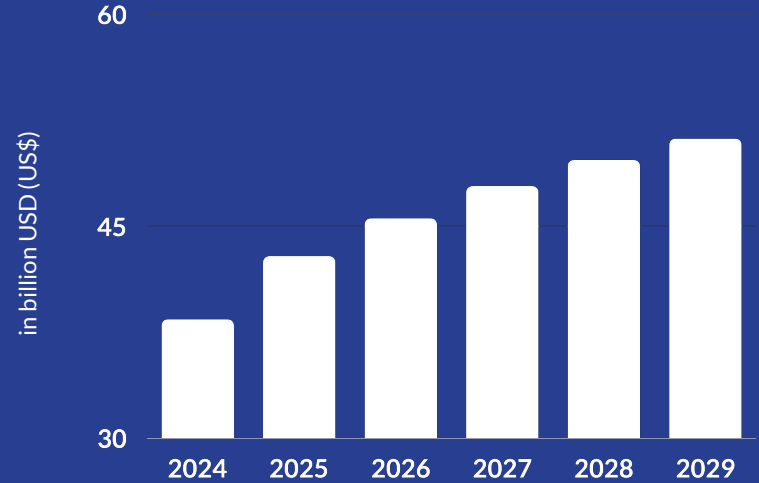
Report Overview

According to [Statista](#), the Alcohol eCommerce market is projected to reach over \$51 billion by 2029

MikMak Commerce-enabled brand websites see the highest Purchase Intent Rates*, compared to other channel types

Instacart is the most popular online retailer for Alcohol Brands based on Share of Purchase Intent Clicks*

eCommerce revenue of alcoholic drinks industry worldwide from 2024-2029



Source: [Statista Market Insights](#)

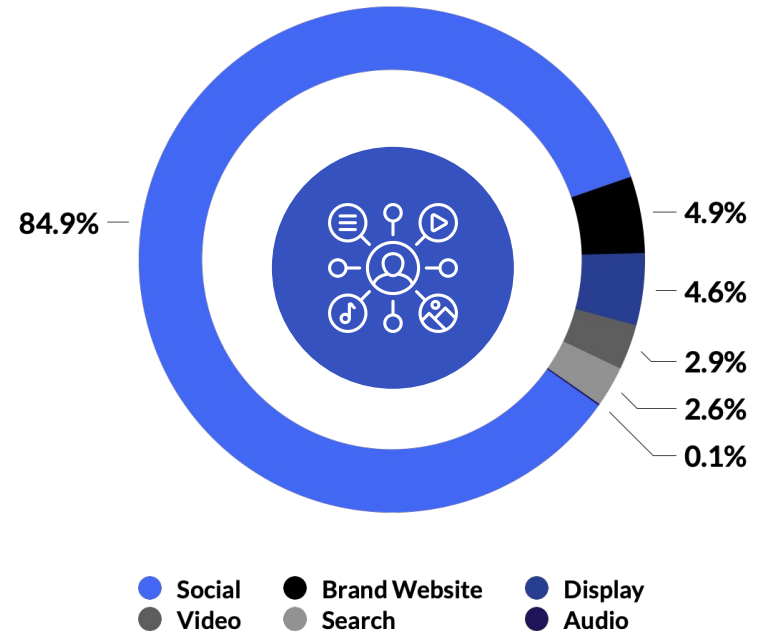
Accelerate Sales & Market Share

Make your products discoverable

For any brand, it is important that across all media and brand websites, shoppers can find and buy your Alcohol products faster, in-store and online.

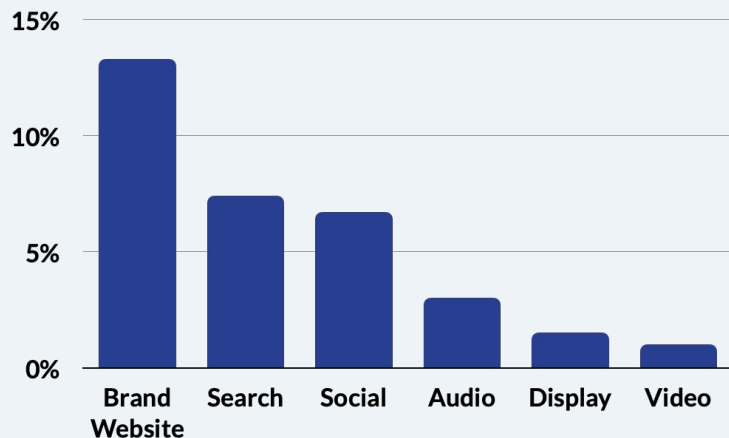
Right now, Social Platforms are significantly driving the most eCommerce traffic for Alcohol brands, yielding 84.9 percent of Purchase Intent Clicks. This is largely due to marketers investing a large portion of their advertising dollars into social media. Brand websites follow with 4.9 percent. Display ads come in third with 4.6 percent of Purchase Intent Clicks. Video, Search, and Audio ads follow with 2.9, 2.6, and 0.1 percent of Purchase Intent Clicks, respectively.

Share of eCommerce Traffic by Channel Type:
Based on Purchase Intent Clicks



Currently, Alcohol brands that use MikMak Commerce for their Brand Websites drive the highest Purchase Intent Rates* at 13.3 percent. Search drives the second highest with 7.4 percent. Social ads follow with 6.7 percent. Audio, Display, and Video ads yield Purchase Intent Rates of 3.0, 1.5, and 1.0 percent, respectively.

Purchase Intent Rates by Channel Type



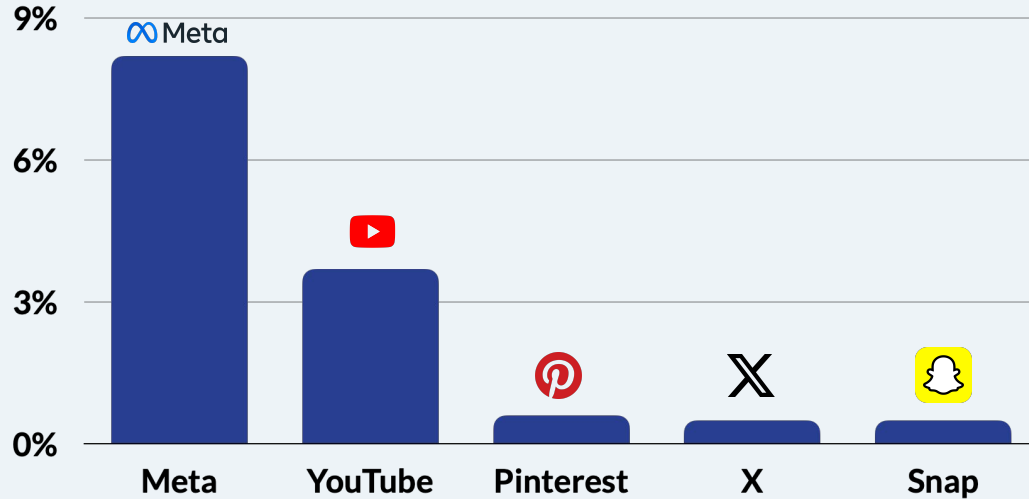
**Share of eCommerce Traffic by Social Channel:
Based on Purchase Intent Clicks**



When looking at social specifically, Alcohol brands are investing the most in Meta, which dominates the Alcohol space in terms of traffic, by driving 96.4 percent of Purchase Intent Clicks. Pinterest follows at 1.7 percent. Snap is in third at 1.2 percent. YouTube and X (formerly known as Twitter) both drive 0.4 and 0.2 percent of Purchase Intent Clicks, respectively.

Meta not only drives the most traffic for Alcohol brands, but is also the most likely to convert into sales, compared to other social platforms, with an 8.2 percent Purchase Intent Rate. YouTube is second at 3.7 percent. Following YouTube, is Pinterest at 0.6 percent. X and Snap both drive Purchase Intent Rates of 0.5 percent.

Likelihood of Conversion by Social Channels: Based on Purchase Intent Rate



How MikMak makes products discoverable

MikMak Commerce provides premium consumer shopping experiences that create a seamless path to checkout at any retailer, from anywhere across your entire media mix, including social media, retail media, programmatic, paid search, CTV, video, email, and brand websites.

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"It's really about making sure that our product offerings are right, and the experiences that consumers are discovering us in, and trying us in, bring to life something that they want to recreate."

Andrea Sengara, Head of Marketing

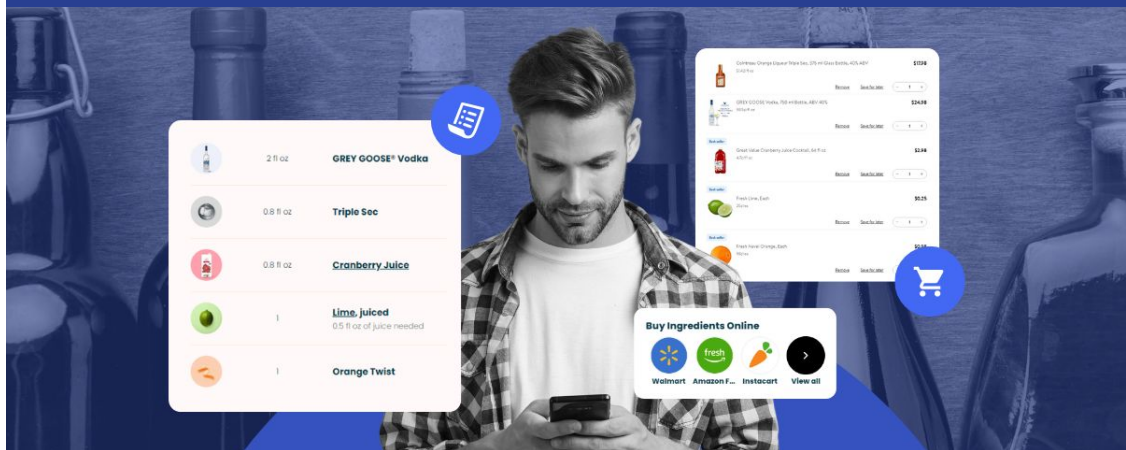
CAMPARI.

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Product Feature

Turn content in conversions with Shoppable Recipes

In the highly competitive eCommerce space, product visibility and accessibility are paramount. MikMak's new Shoppable Recipe capabilities are transforming how brands leverage recipe content. This feature enables consumers to easily purchase products directly from a brand's recipe content, boosting basket value, and accelerating sales. It also offers brands valuable first-party data to fine-tune future marketing initiatives while opening up new avenues for product partnership marketing.



MikMak supports brands with the compliance of industry-specific regulations by implementing new automated controls

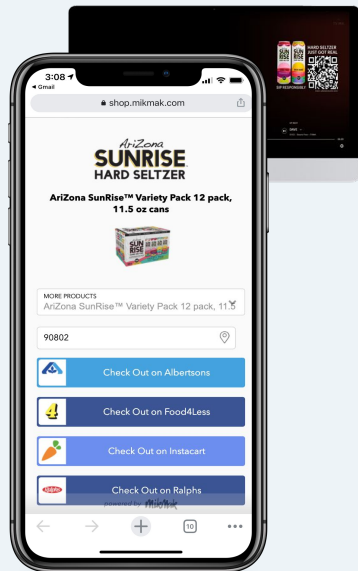
Make your products more discoverable while adhering to all state and countrywide regulations. These automated solutions are easy to implement, update, and customize.

These controls include:

- **Tied-House Control (US, Alcohol):** MikMak supports its customers with their compliance of “Tied-House” laws by ensuring 2 non-marketplace retailers are shown within MikMak 2.0 and MikMak 3.0 experiences.
- **Marketplaces Control (US, Alcohol):** MikMak supports its customers with their compliance of “Marketplace” laws by ensuring ONLY marketplaces are shown within MikMak 2.0 and MikMak 3.0 experiences.
- **State Retailer Control (US, Alcohol):** MikMak supports its customers with their compliance of Various State Alcohol Regulations by providing a Retailer Category Allowlist by State for MikMak 3.0 experiences. With this feature and field within the MikMak 3.0 Platform brands can upload a document that outlines exactly what states can show specific retailers.
- **Age Gate Control (Global, Alcohol + Toy):** MikMak supports its customers with their compliance of “Children’s Online Privacy Protection Rule (COPPA)” rule by providing an age gate option for MikMak 3.0 brand website experiences



AriZona SunRise increased purchase intent and collected valuable first-party shopper data by making Hulu CTV Pause Ads shoppable with MikMak



400% Higher Purchase Intent Rate from Hulu Ads compared to other Platforms

375% Higher Purchase Intent Rate compared to AriZona SunRise average during the previous year

47% Higher Purchase Intent Rate than the Alcohol Category Benchmark

[READ FULL CASE STUDY](#)

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A leading Alcohol brand leverages MikMak to run a multi-brand experience to showcase multiple brands within its portfolio, simplifying the path to purchase for shoppers and increasing Purchase Intent Rate.

2.2x Higher Purchase Intent Rate than the brand's performance during this time period

1.3x Higher Purchase Intent Rate than the Alcohol category benchmark during this time period

45% Of clicks in the multi-product experience went to newly featured brands.

[SEE MORE CASE STUDIES](#)



Beat the competition

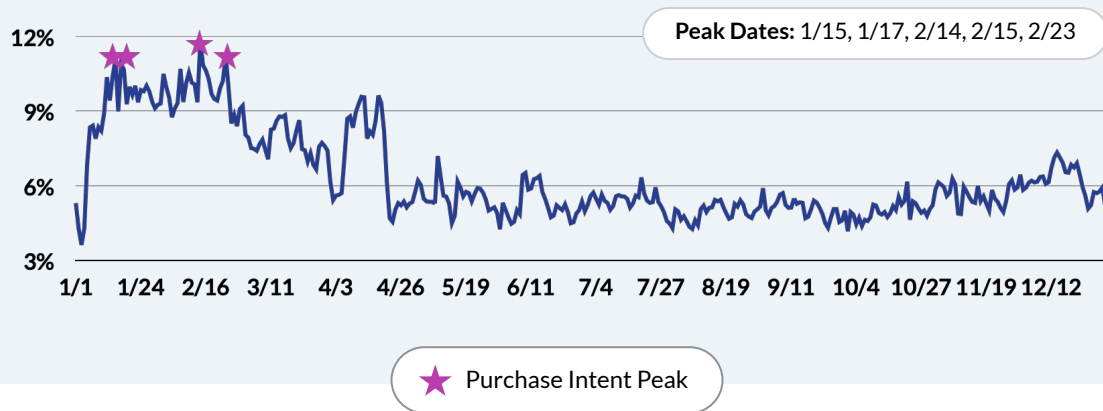
To effectively grow market share, you must know, compare, and optimize your performance against brands in your category by channel, retailer, and more. You must also understand how performance changes over time.

Purchase Intent for Alcohol brands peaks in the first half of the year

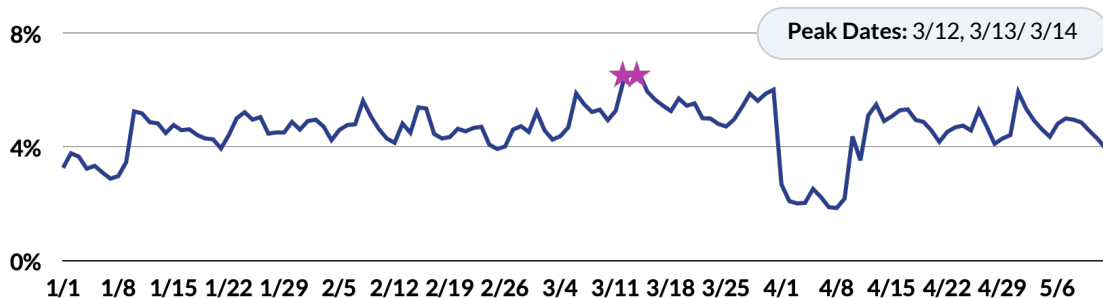
While it's typical for Alcohol brands to see more traffic around the holiday season, last year showed that Purchase Intent Rates are actually higher near the first half of the year. Valentine's Day, February 14th, saw the highest Purchase Intent Rate of the year at 11.8 percent.

So far this year, however, Purchase Intent Peaks have been in March. The highest Purchase Intent Rate to date has been March 13th, with a Purchase Intent Rate of 6.6 percent.

Purchase Intent Rates for Alcohol Brands, 2023



Purchase Intent Rates for Alcohol Brands, 2024 (as of May 12th, 2024)



How MikMak creates competitive advantage

With MikMak Benchmark Insights, you can see how your brand stacks up against other brands in your category. More specifically, you can identify new conversion opportunities and optimize performance over time to understand how your performance and media investment has supported your goals.



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"Every single brand out there, CPG, FMG, you name it, everyone is going in the same direction. And if you really start thinking about it and you get your juices flowing, you will see that actually there's a lot that can be done starting with the concept of building up a brand, but also building up a community, making consumers connect with you, being relevant in culture, and having amazing products."

Nuno Pedro, Global Head Digital Center of Excellence



MARK ANTHONY BRANDS

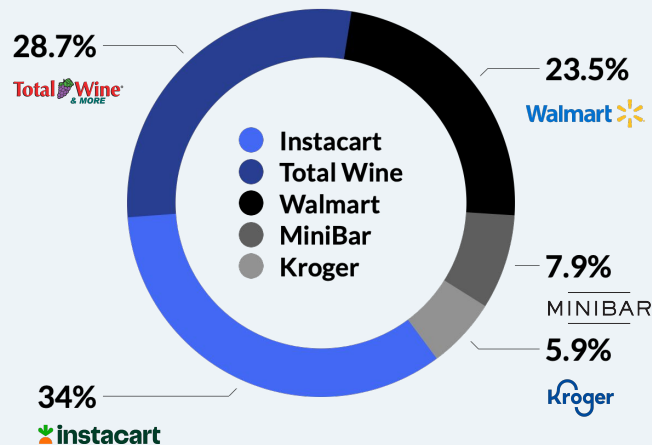
Strengthen Retailer Partnerships

Using proprietary, retailer-specific consumer insights in joint planning discussions with retailers can help unlock shelf space and media value.

Instacart is the top checkout option for Alcohol Brands

Right now, among the top five checkout options for Alcohol brands, Instacart leads the way, with 34 percent of Purchase Intent Clicks. Total Wine follows with 28.7 percent. Walmart is third with 23.5 percent. Minibar comes in fourth with 7.9 percent, and Kroger rounds out the top five checkout options seeing 5.9 percent.

Top 5 Alcohol Checkout Options, Share of eCommerce Traffic



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"One of our main objectives is to make sure that our platform is not a luxury. We are investing heavily in ways for consumers to save. There are already so many ways to save on our platform like next-day delivery, we have enabled EBT SNAP, there are hundreds of retailers on our platform with seamless in-store pricing."

Chris Rogers, Chief Business Officer

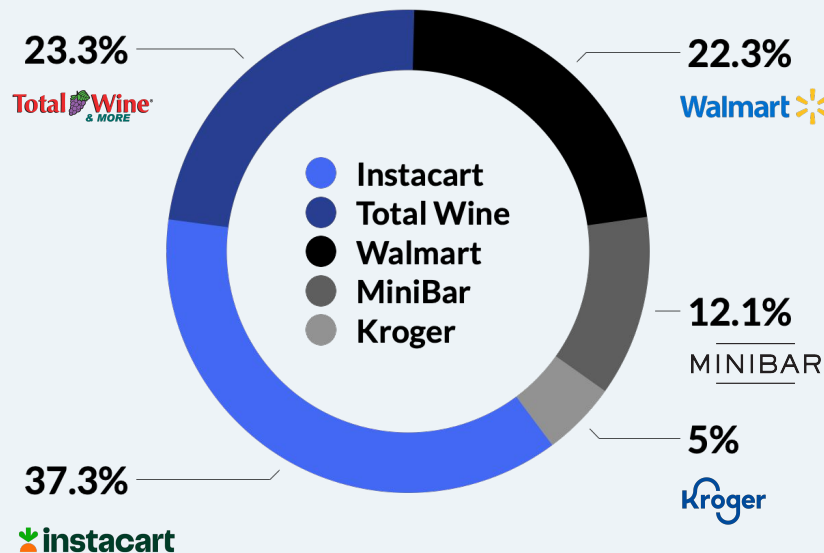




Instacart Spotlight: Life after Drizly

In March of 2023, the popular Alcohol delivery service, Drizly sunsetted, causing checkout preferences to shift. At the time, MikMak data showed that Instacart was positioned to drive the next most traffic behind Drizly. That still yields true. When looking at a snapshot of the last 30 days (April 12th, 2024 - May 12th, 2024, after the Drizly sunset), Instacart drove 37.3 percent of Purchase Intent Clicks when stacked up against the top 5 Alcohol checkout options.

Top 5 Alcohol Checkout Options, Share of eCommerce Traffic



Instacart has also recently launched a [new UberEats partnership](#), meaning shoppers may soon be able to purchase their favorite spirits alongside their favorite takeout options. This might be a new opportunity for Alcohol brands to create partnerships, or see their products purchased alongside non-traditional items.

Instacart has also been seen in the eCommerce space as a platform on the cutting edge of commerce, utilizing retail media and AI capabilities such as their “Ask Instacart” feature to connect consumers with brands.



Read MikMak's Recent Instacart Guide:

DOWNLOAD NOW

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Watch MikMak Founder and CEO, Rachel Tipograph talk about Instacart on Yahoo Finance



WATCH NOW

instacart

Bourbon sees the highest Purchase Intent Rates, compared to other Alcohol products

When looking at the products currently driving the highest Purchase Intent Rates, or the likelihood that a shopper will click through to a retailer option, Bourbon takes the lead. While the Purchase Intent Rate does not measure product popularity, it can give brands an idea of what products people might likely add to their cart after seeing branded media.

Top 10 Alcohol Items (by type) (by Purchase Intent Rate)

- | | | | |
|----|-------------------------|-----|--------------------------|
| 1. | Bourbon | 6. | Pre-mixed Martini |
| 2. | Gin | 7. | Silver Tequila |
| 3. | Tequila Anejo | 8. | Irish Whiskey |
| 4. | Aged Whiskey | 9. | Pre-mixed Vodka Cocktail |
| 5. | Limited-Edition Tequila | 10. | Beer |



How MikMak helps brands strengthen retailer partnerships

Do you know if your media investment resulted in a purchase? If so, what was in that cart? This is where MikMak Sales Insights' closed-loop attribution, or the ability to tie granular consumer touchpoints like platform and campaign all the way through to purchase, comes in.

Drive business impact and accelerate your eCommerce growth by gaining visibility into your consumers' shopping journey, all the way through purchases at select retailers.

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A leading Beer brand partnered with MikMak to run campaigns in Walmart Connect while gaining key insights and remaining compliant with Tied House Laws

Retail Media Growth

Retail media spend is projected to double by 2027 to \$100 billion

In order to compete for consumer dollars in the **fastest growing advertising channel**, this brand needed MikMak's **multi-retailer** checkout experience to comply with Tied House laws.

Holistic Insights

Compare performance across Retail Media Networks and brand media

Leveraging MikMak within a RMN allowed this leading Beer brand to **accurately measure performance** to inform investment and placement decisions within the new and growing Retail Media space.

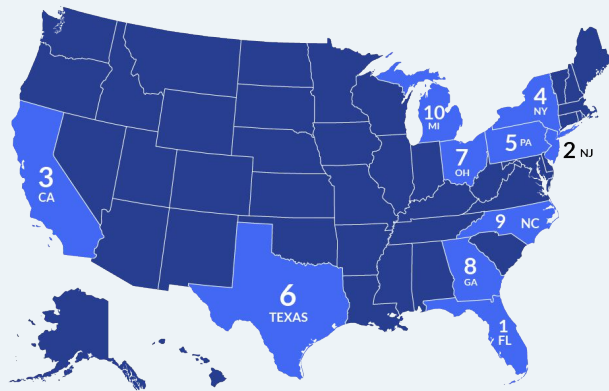


Drive Profitability & Reduce Costs

Improve marketing effectiveness

Do you know where is best to invest your next marketing dollar? First, it's important to understand the channels, campaigns, creative, and audiences that actually convert.

Florida sees the highest Purchase Intent Rates for Alcohol Shoppers in the US



1. Florida
2. New Jersey
3. California
4. New York
5. Pennsylvania
6. Texas
7. Ohio
8. Georgia
9. North Carolina
10. Michigan

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Alcohol Shoppers are most likely to purchase Thursday evenings

Top Days of the Week (by Purchase Intent Rate)



- | | | | |
|----|-----------|----|--------|
| 1. | Thursday | 4. | Friday |
| 2. | Wednesday | 5. | Monday |
| 3. | Tuesday | | |

Top Hours of Day (by Purchase Intent Rate)



- | | | | |
|----|---------|----|----------|
| 1. | 7 pm ET | 4. | 5 pm ET |
| 2. | 8 pm ET | 5. | 10 pm ET |
| 3. | 6 pm ET | | |

How MikMak improves marketing effectiveness

MikMak provides the world's leading Alcohol brands with exclusive first-party consumer insights. With MikMak Insights, you can look into your performance from every angle, and dig deeper than other providers



Allison Webb
Director, Digital
Conversion Marketing

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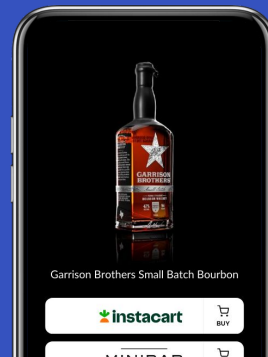
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Consumer-Centric Commerce: How to Drive eCommerce Growth with the Ultimate Omnichannel Brand Experience

“MikMak provides us with Purchase Intent by brand, by retailer, and by market, and most times, this is the closest we could get to closed-loop sales attribution for our campaign. Since we can't get actual conversions at a lot of retailers due to legal limitations. When it comes to sales lift and incrementality, that allows us to understand the impact the media had in driving omnichannel sales.”

Garrison Brothers Distillery increased purchase intent by enhancing the shoppability of their ads and leveraging 1P data to optimize their media mix.

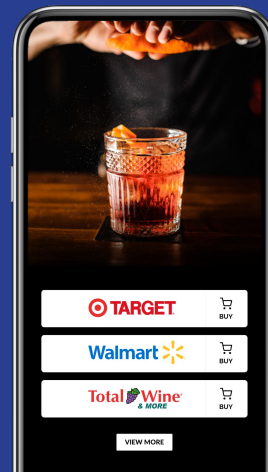
[Read Full Case Study](#)



After leveraging MikMak Commerce for Brand Websites, an Alcohol brand expanded to Media and created a halo effect on brand website attributable sales.

89% Of the brand's
Attributable Sales came
from Brand Website while
Media had 88% of traffic
during Media activation

3.2x Higher Attributable
Sales on Brand Website
during Media activation

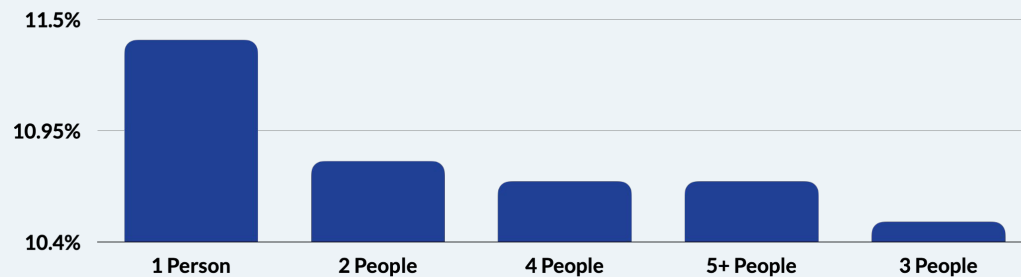


Collect first-party data

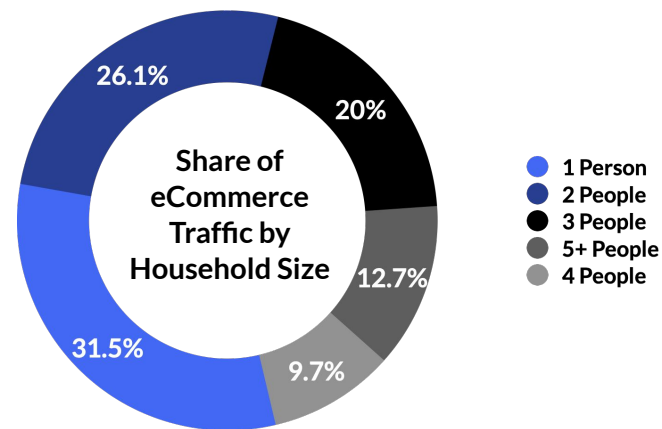
To truly improve performance and lower costs, you must also own and have a consolidated view of your consumer data and audiences.



Likelihood of Conversion for Alcohol, by Household Size:
Based on Purchase Intent Rate



1-Person
Households are
most likely to
purchase Alcohol,
and drive the
most traffic to
Alcohol Brands



How MikMak provides first-party data

Use first-party data collected by MikMak Commerce to build and segment qualified shopper audiences within your ads managers/DSP to improve media targeting based on product interest, retailer preferences, and channel behavior. You can also retarget or build lookalike audiences to be leveraged across your entire media plan.

Custom Report Builder from MikMak

The Custom Report Builder allows brands to build bespoke reports identifying the key variables driving purchase intent and sales with the desired metrics, dimensions, and filters in the MikMak Insights Platform. The reports can be quickly and easily shared within organizations, thus improving collaboration and saving brands time and money.

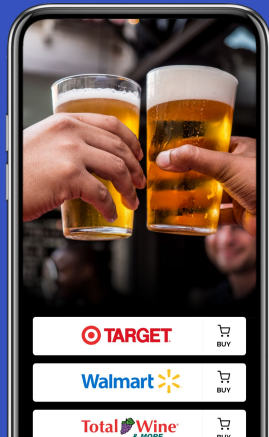
LEARN MORE

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A leading Alcohol brand leveraged MikMak Insights to sharpen targeting and optimize media for lower funnel actions, resulting in a 59% improvement in CPC efficiency YoY.

3.4x Higher Purchase Intent Rate
on Meta w/ MikMak Audiences than
other audiences

62% Improvement in CPC
efficiency on Youtube after moving
spend from Instream to YouTube
Video Action



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"It all goes back to the consumer, think about Google, zero moment of truth, where are consumers having friction when they are about to make a decision on your product?"

Lewis Broadnax, VP of Global eCommerce
and Digital

SAZERAC

Save time and money

With consistent, real-time reporting and easy access to consumer, retailer, and platform insights, brands' internal teams and agencies can save a ton of time and money. Couple these insights with best practices, and your team will be sure to gain market share and drive profitability time and time again.

1. Feed-Based Video Ads

Design with sound off in mind.

- Capture attention within the first few seconds
- Showcase your brand early and consistently throughout the video
- Optimize for the 4:5 aspect ratio to maximize screen real estate
- Experiment and try new approaches to engage viewers effectively



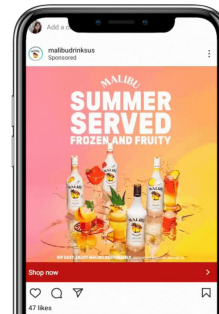
2. Reels (and Story) Video Ads:

- Keep it simple and highlight a single benefit or product
- Try unconventional angles or perspectives to make your content stand out
- Use varied layouts and interesting compositions
- Create a focal point in the foreground to guide viewers' attention



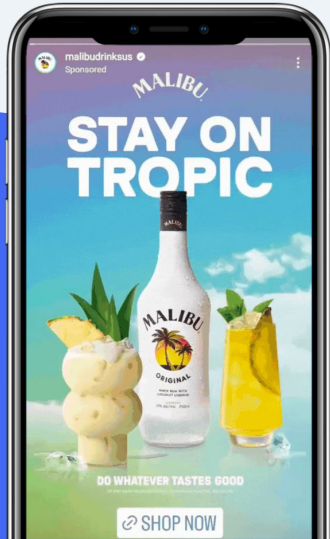
3. Image Ads in the Feed

- Consider the mobile best practices mentioned earlier
- Tailor the messaging to resonate with the target audience's needs
- Focus on your core products that drive the majority of omnichannel sales
- Pay attention to merchandising to enhance the appeal of your ads



How MikMak saves time and money

MikMak offers one easy-to-use global platform that automatically enables consistent reporting and fast decision-making across the entire organization. With the MikMak Platform, brands can also leverage direct integrations with third-party Product Information Management (PIM) platforms including Salsify and Syndigo; as well as Data Visualization Platforms and Data Lakes like Tableau and Google Data Studio.



MikMak

Your Alcohol eCommerce Marketing Checklist

- **Get the basics down.** Is your Alcohol brand utilizing its brand website? Are you taking a multichannel approach with multi-retailer checkout? Are Instacart, Total Wine, and Walmart part of your checkout options?
- **Develop more nuanced insights for consumer relevance.** Is your brand's website utilizing multi-retailer checkout? Which channels are part of their shopping journey? Add the channels and retailers that resonate with your consumers to the mix. Can you expand to new formats like QR codes and CTV?
- **Optimize your content.** Keep your creative and marketing outreach focused on consumer behavior. Consider implementing Shoppable Recipes or other innovative content to capture new shoppers.
- **Be agile and quick** with your data, and use insights to adjust your creative and advertising methods effectively
- **Explore growth opportunities.** Check your performance against category (and subcategory!) benchmarks to see how you stack up against the competition. A/B test creative and messaging to see if purchase intent increases.

We're here to help. MikMak helps multichannel brands gain deeper consumer insights to grow and protect market share. Contact us at marketing@mikmak.com!

All data and insights from this Category Benchmark and Insights Report are sourced from the MikMak Shopping Index.

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 7,000+ retailer integrations to understand consumer online shopping behavior.

All data in this report is from 05/12/2023 to 05/12/2024.

Let's chat!

Want to get even more insights?
Looking for a different category?

Contact marketing@mikmak.com!