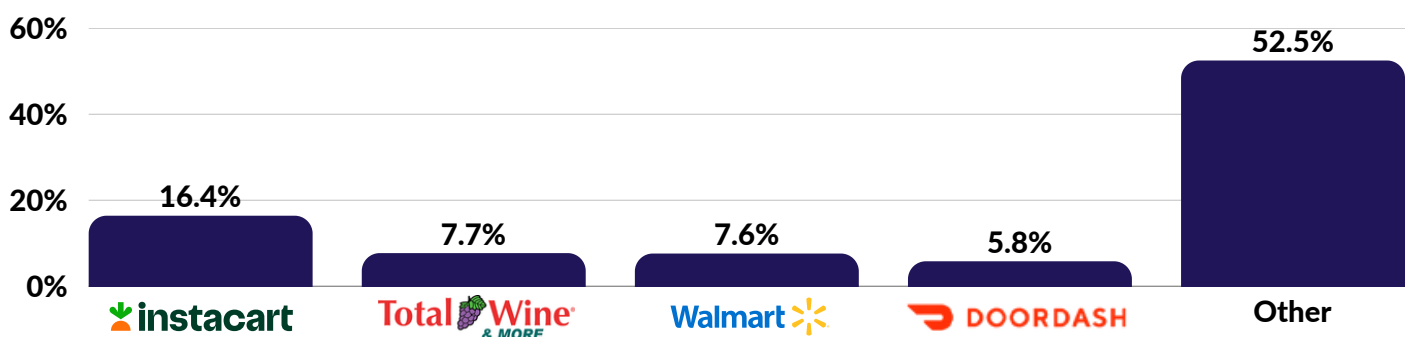


Alcohol eCommerce Insights

Q2 2025 - US

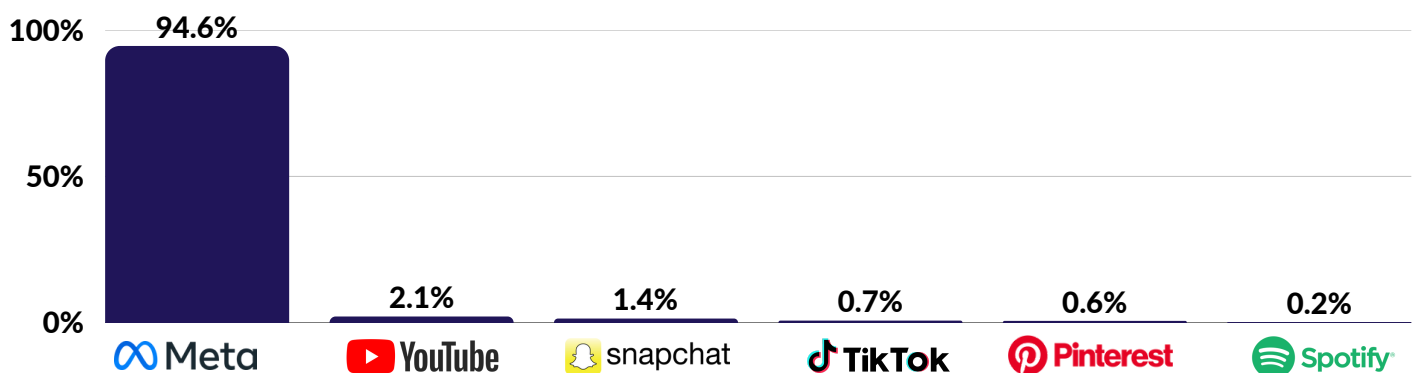
Instacart is the top choice for online Alcohol shoppers

Top 5 Retailers by Share of Purchase Intent Clicks*



Meta leads in shopper traffic, driven by brand investment

Top Sources for Shopper Traffic by Share of Purchase Intent Clicks*



***Purchase Intent Clicks:** Represents shopper traffic, measured by the number of times a shopper clicks through to at least one retailer during a single session within commerce-enabled brand content.

***Purchase Intent Rate:** The percentage of shoppers who clicked through to at least one retailer, indicating their likelihood to purchase.

Source: MikMak Shopping Index, data from 1 April to 1 July 2025.