

2022 eCommerce Guide

# Alcohol eCommerce Benchmarks and Insights

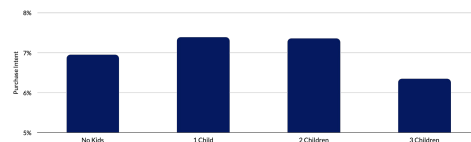
MikMak

Pinterest

Category Benchmark

**7.2%** Purchase  
Intent

Purchase Intent vs  
Children in Household



# New category trends at every stage of the shopping journey

Instacart surpasses Drizly as the top preferred retailer to check out at.

Alcohol shoppers are checking out with **four items on average in cart.**

Purchase intent is highest for **households that have one children.**

Here are the latest alcohol eCommerce findings for your 2022 marketing initiatives.

Category Benchmark

**7.2%** Purchase Intent

## Pinterest is the rising star of alcohol eCommerce

While 64 percent of eCommerce traffic still comes from Facebook and Instagram, Pinterest comes in second, now driving 9 percent of all alcohol eCommerce traffic on the MikMak Platform.

Meanwhile, programmatic advertising continues to play an important source for eCommerce traffic, with Google coming in third and driving 7 percent of shoppers.

### Channel x Retailer Mix (Traffic)



x



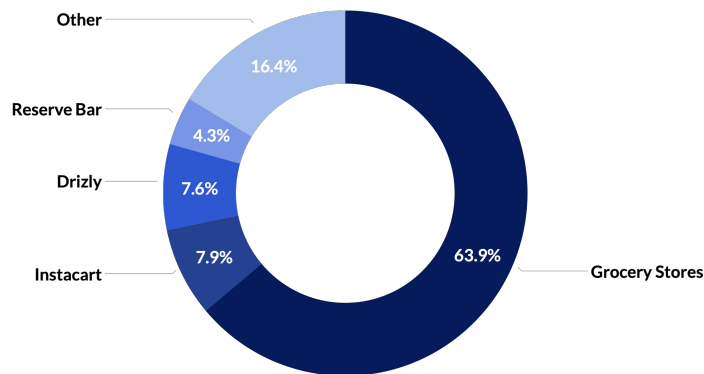
instacart

## Who should be in your retailer mix?

It's not only important to be where your consumers are engaging, but also to include the retailers they prefer to check out at.

Currently, Instacart takes the lead as the top retailer of choice for alcohol eCommerce shoppers on the MikMak Platform, with 7.9 percent of shoppers preferring to check out there. Drizly and ReserveBar follow closely behind with 7.6 percent and 4.3 percent respectively.

Don't forget to include local grocery stores in your retailer mix, especially to provide omnichannel fulfillment options. Stores like Kroger, Ralphs, and Fred Meyers combined make up over 64 percent of preferred check out destinations.



## What's in your shopping basket?

Whiskey and beer are the two subcategories of choice for alcohol, each taking 30 percent of the top ten list in 2021.

However, the average alcohol shopper checks out with four items in their basket. So what additional items are they buying? This year, we're finding that three of these top ten items added to the alcohol shopping cart are whiskey!

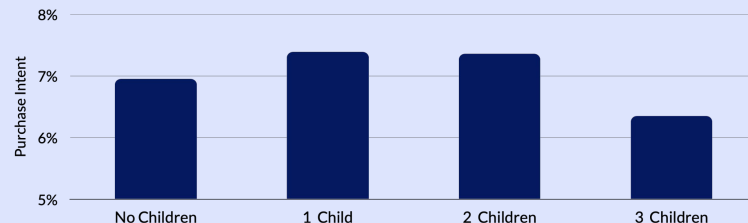
## Top 10 Alcohol Purchased in 2021 (by type)

- |            |            |
|------------|------------|
| 1. Beer    | 6. Liqueur |
| 2. Gin     | 7. Whiskey |
| 3. Gin     | 8. Whiskey |
| 4. Whiskey | 9. Beer    |
| 5. Beer    | 10. Rum    |



## Purchase intent is highest in households with one child

There's a direct correlation between whether there are children in a household and that household's purchase intent for alcohol. Households with children see higher purchase intent (7.1%) than households without them (6.9%), but it's the single child households that are most likely to make that purchase.



## Your eCommerce marketing checklist

So you got the insights. Now what?

Here's a list to help you design and optimize your eCommerce marketing initiatives for 2022.

1. **Get the basics down.** Are Facebook, Instagram, and Pinterest part of your marketing mix? Do you have programmatic advertising in your eCommerce strategy? Are Instacart, Drizly, and ReserveBar in your check out options?
2. **Develop more nuanced insights for consumer relevance.** Which grocery stores and specialty stores are your shoppers at? Which channels are part of their shopping journey? Add the channels and retailers that resonate with *your* consumers to the mix.
3. **Explore growth opportunities.** Check your performance against category (and subcategory!) benchmarks to see how you stack up against the competition. A/B test creative that shows families with one child to see if purchase intent increases. If you're a whiskey brand, run ads during drinking events you don't traditionally play in. You have a high chance of being added to cart regardless of what alcohol is being shopped for.

Want to learn more? [MikMak can help you get started!](#)

## All data and insights from Category Benchmark Reports are sourced from the MikMak Shopping Index

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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 over 2000 retailer integrations to understand consumer online shopping behavior. The Index also includes data from MikMak Shopper Intelligence, which ties first-party eCommerce data to 1000+ of demographic and psychographic data points, and can be segmented by product, retailer, and more. Shopper Intelligence is available through an industry exclusive partnership with LiveRamp.

All data in this report is from 8/31/2021 to 1/31/2022.

### Let's chat!

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

Contact [marketing@mikmak.com](mailto:marketing@mikmak.com)!

