



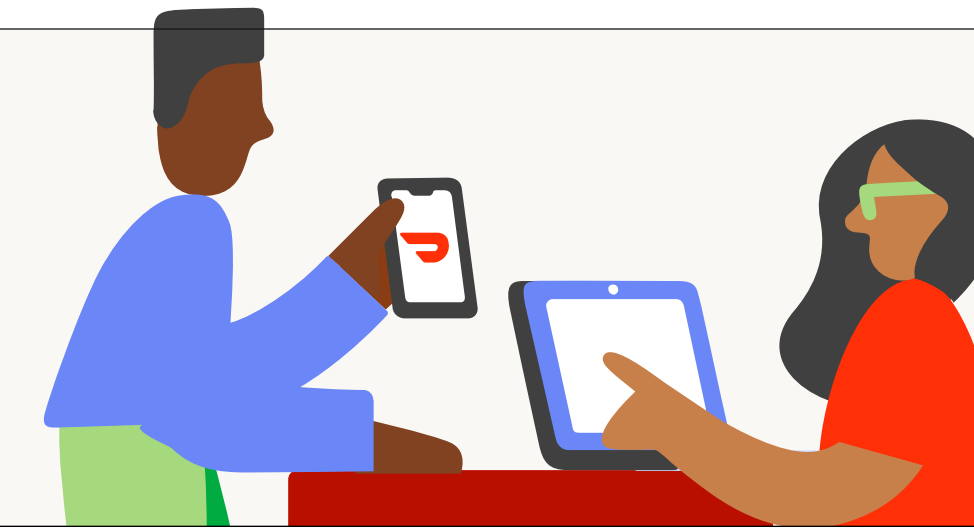
Alcohol & Occasions Delivery Trends

Explore exclusive DoorDash data on Summer 2024 alcohol ordering trends with predictions for the second half of the year and the holiday season.

2024



What's on tap



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Alcohol delivery is reshaping social gatherings and shopping habits

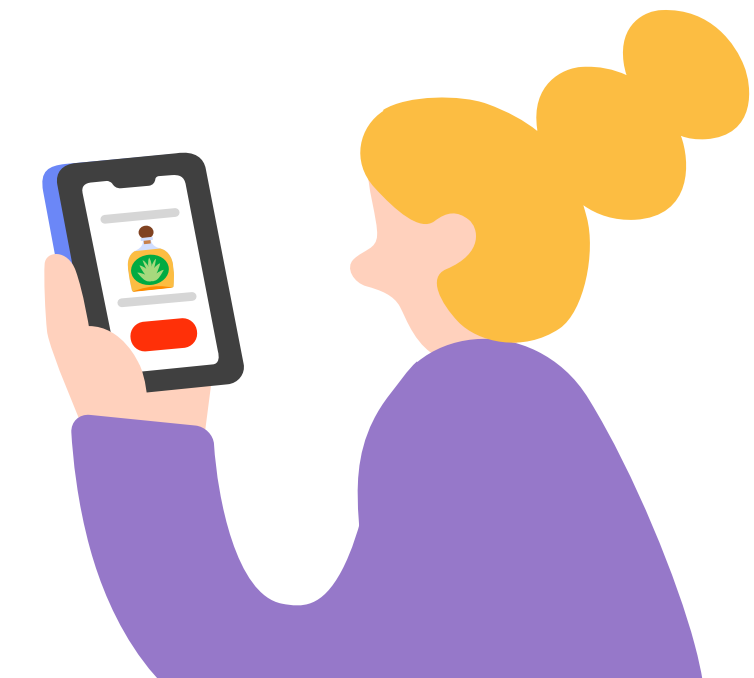


As we head toward the holiday season and 2025 planning, understanding consumer behavior in the alcohol category becomes critical for brands looking to maximize growth opportunities. Shifting preferences and emerging trends, particularly around ready-to-drink (RTD) cocktails, spirits, and seasonal wine consumption, are reshaping how consumers purchase alcohol. In this trends report, we provide an in-depth analysis of the most popular alcohol categories during the summer, the fastest-growing segments year-over-year, and forward-looking insights on what businesses can expect as we move into the fall and holiday seasons.

Brands can leverage these data-driven insights to make informed investment decisions, optimize marketing strategies, and tailor offerings to meet evolving consumer demands: [41% of consumers report using alcohol delivery more than last year](#), and 58% of consumers report ordering alcohol delivery via third-party apps in the past six months. And, 39% of consumers say the [top reason they order alcohol for delivery is being able to shop from the comfort of home](#), which will become even more important in the colder months.



DoorDash is leading the alcohol delivery boom



DoorDash is the leader in facilitating on-demand alcohol delivery in the US.

57.5%

of third-party liquor store orders are delivered by DoorDash.

Third-party data



54%

YoY increase of alcohol pickup and delivery orders through DoorDash.

FY 2023 vs FY 2022



50%+

new-to-industry alcohol delivery customers came through DoorDash.*

*Liquor stores only,
3rd party analysis by YipitData, 2024



96%

of DoorDash's monthly active users can conveniently purchase alcohol for delivery.

Alcohol is available for delivery in eligible locations for users aged 25+



32 states











currently offer alcohol products for delivery on DoorDash.



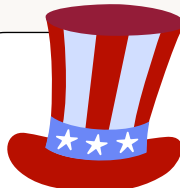


Summertime alcohol trends and top delivery days



Most popular alcohol categories

- | | |
|--|--|
| 1  Lager | 6  Hard seltzer |
| 2  Vodka | 7  Red wine |
| 3  Whiskey | 8  RTD cocktails |
| 4  Tequila | 9  Sparkling wine |
| 5  White Wine | 10  Brandy |

Top alcohol ordering days

-  July 4th
-  Cinco de Mayo
-  June 29



Business takeaway

Holidays are major alcohol ordering days — and so was DoorDash’s summer tentpole consumer occasion, Summer of DashPass.

In Q4, advertise your alcohol brand before the holidays with ads across search, social, and programmatic display/video to drive shoppers to order products directly through DoorDash — powered by DoorDash’s first-party audiences.

Highlight your brands during the moments that matter most with high-visibility on-app placements like [Sponsored Brands](#) and [Sponsored Products](#).

The fastest-growing alcohol categories for delivery

Most popular alcohol categories



Top YoY Categories, ranked by category share gain, May - August 2024



Business takeaway

Liquor and liquor-based RTDs remain more popular than ever. Spirits & liquor will stay popular during Q4 - “tequila,” “vodka,” “liquor,” “bourbon,” and “rum” were top liquor search terms on DoorDash in Q4 2023. [Sponsored Products](#) can help your brand gain visibility on these un-branded search terms.



Ready-to-drink cocktails are shaking up the alcohol delivery market



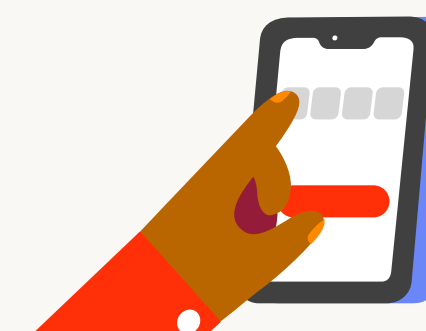
Ready-to-drink cocktails have become a key player in the alcohol industry, and in on-demand alcohol delivery.

Most popular alcohol categories



95.75%

YoY growth in RTDs ordered on DoorDash from 2023 to 2024.



Business takeaway

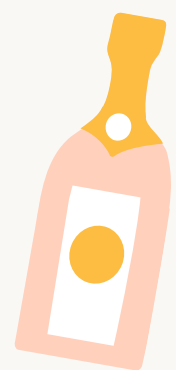
RTD Cocktails and canned malt beverages, like Hard Teas and Seltzers, will continue to be go-to choices for gatherings in Q4. Drive consideration for your brand's RTD offerings with [Sponsored Brands](#).

Uncorking popular wine trends

Top white and red wines

Top white wines

- Chardonnay
- Sauvignon Blanc
- Moscato
- Riesling
- White wine blends



Top red wines

- Cabernet Sauvignon
- Red wine blends
- Pinot Noir
- Merlot
- Zinfandel

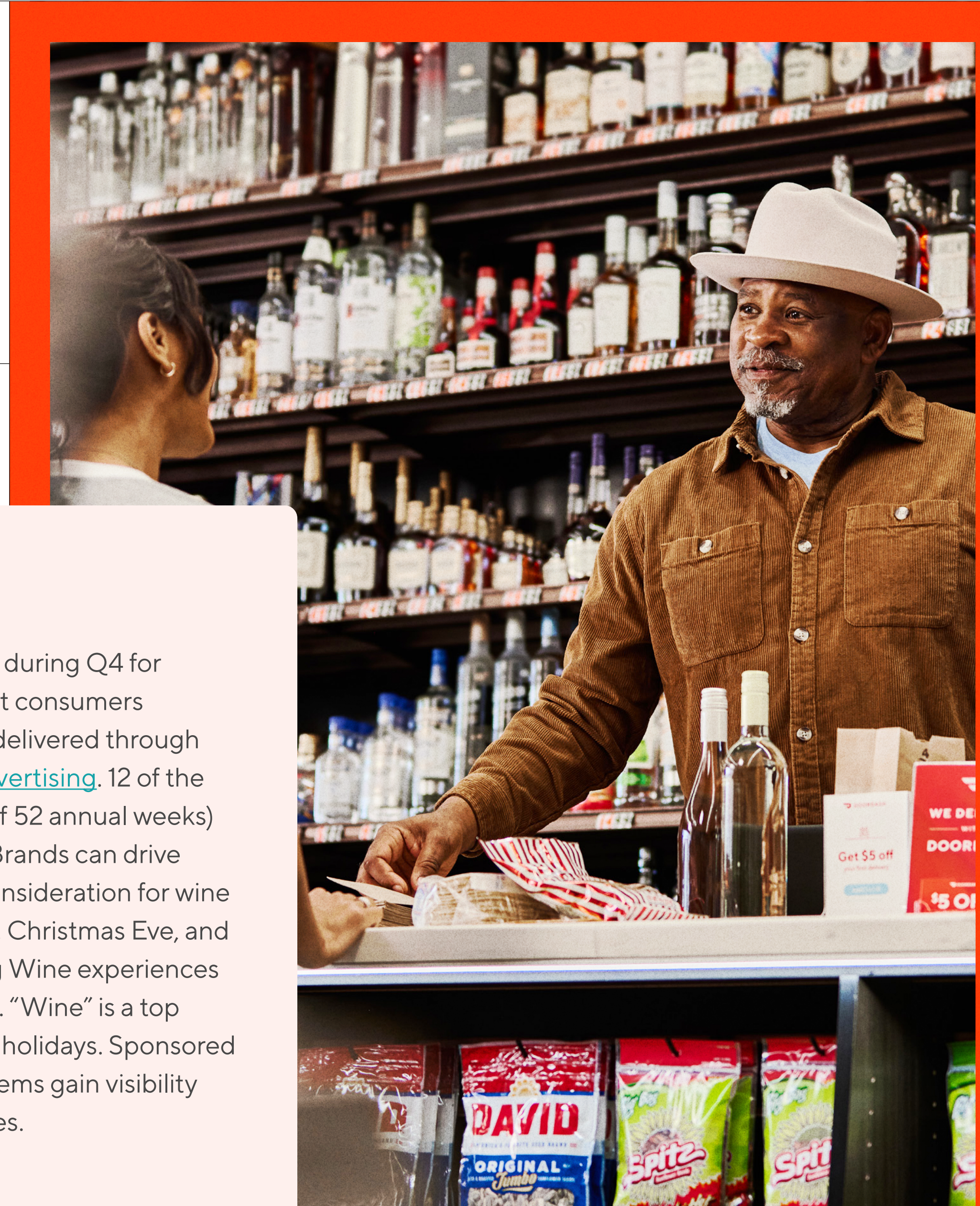


Ranked by sales volume May to August 2024



Business takeaway

Wine is a definite favorite during Q4 for DoorDash consumers. Let consumers know your brand can be delivered through DoorDash with [offsite advertising](#). 12 of the top-selling wine weeks (of 52 annual weeks) occur in Q4. Sponsored Brands can drive increased visibility and consideration for wine brands. On Thanksgiving, Christmas Eve, and New Years' Eve, Sparkling Wine experiences major category share lifts. "Wine" is a top search term during these holidays. Sponsored Products can help your items gain visibility during these popular times.



What are the emerging alcohol delivery trends?



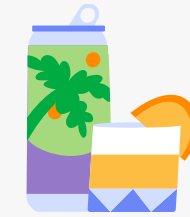
Whiskey will be a top holiday trend, especially during social events

DoorDash predicts that whiskey will continue to grow in H2 on key gathering moments of football game days, Thanksgiving, and Christmas. How whiskey is marketed (and which brands specifically are pushed) should play into these gathering moments.



Tequila and sparkling wine will brighten up holiday gatherings

Tequila is a popular holiday beverage and isn't going anywhere in Q4. As one of the most versatile spirits, tequila is poised to maintain its popularity through the holiday season. Wine is a popular holiday choice: White wine consumption will stay consistent throughout the holiday season, and there will be a major uptick in red wine and sparkling.



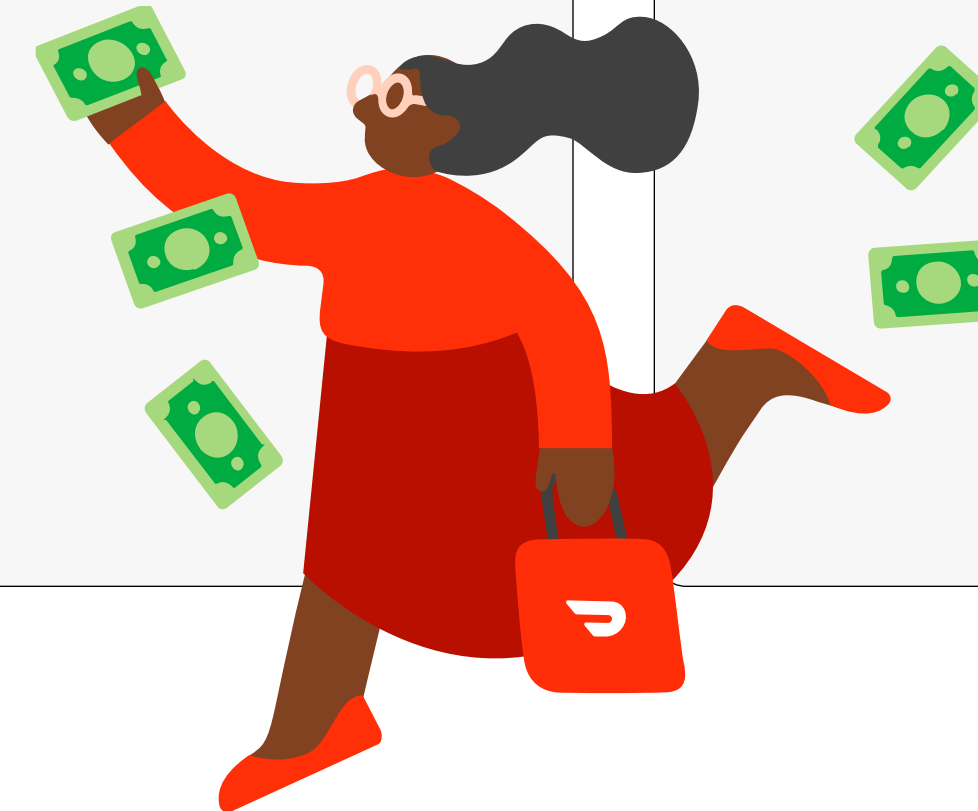
RTDs will stay on the rise

The RTD category will continue its rise, but how will it adapt to the colder months? Whiskey-based RTDs like whiskey & cola and flavored tequila drinks may become the preferred choice.



"Football Season" is its own holiday

Football weekends drive sustained demand for alcohol, especially for lagers and whiskey. Brands should keep promotional content fresh and varied throughout the season.



How we sourced the data for this report



This report contains analyzed, anonymized data from DoorDash between 2023 - 2024, including sales, category share, and order volume at the category, subcategory, and product level.

In addition to DoorDash data, we sourced third-party panel analyses including YipitData's credit card panel. DoorDash's trend predictions are not guaranteed and the opinion of DoorDash.

Report created in collaboration with [Datalily](https://www.datalily.com).
www.datalily.com • hello@datalily.com





Reach more engaged consumers with DoorDash Advertising

- ✓ Unlock more sales with Sponsored Products
- ✓ Drive consideration with Sponsored Brands
- ✓ Advertise with DoorDash's audience across the web
- ✓ Explore case studies

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\$2.99
Fruit Punch Sports Drink
(20 oz)
Sponsored

Cascadia Pizza

★ 4.6 (295) · 40 min · 1.4 mi
🚚 \$0 delivery fee over \$12
Sponsored



About DoorDash

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favorite local businesses in more than 30 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is your door to more: the local commerce platform dedicated to enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers.