



Euromonitor  
International

# Where Consumers Shop for Alcoholic Drinks

February 2026

Table of Contents

## WHERE CONSUMERS SHOP FOR ALCOHOLIC DRINKS

### Key findings

An inherently traditionalist industry facing stagnation and change

## STATE OF THE INDUSTRY

Sobering performance in the era of permacrisis

A Birdseye view : Capturing the RTD wave

Treading water and finding pockets of growth

A bitter regional cocktail

Channel shifts: Online dynamism versus offline traditionalism

## OFFLINE RETAIL

Supermarket dominance and discounter ascent

Offline retail under pressure: Stagnation, Resilience and search for growth

Structural Stagnation: Grocery Retailers Down but Not Out

Grocery retailers: Identifying undercurrents under glacial pace of change

Non-grocery retailers : Small share, underutilised, disruptive potential ?

Discounters: Thrift is back

Case study: Aldi - The intoxicating appeal of thriftiness

## RETAIL E-COMMERCE

E-commerce in alcoholic drinks: Post pandemic spikes, moderating trajectories

Post pandemic spikes and the long, slow journey ahead

Leading countries in retail e-commerce and playing catch up with other FMCG industries

Non Alc adult beverages and RTDs positioned best for the e-commerce era

Grocery and general merchandise platform dominance and the rise of third-party apps

Case study: Slurp embracing diversification and omnichannel strategies

## CONCLUSION

Discounting present and exploring new occasions and digital frontiers

Recommendations/how to win

## APPENDIX

Euromonitor Passport E-Commerce: Coverage and methodology

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/where-consumers-shop-for-alcoholic](http://www.euromonitor.com/where-consumers-shop-for-alcoholic)

drinks/report.