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Getting in the Spirit:

What Beverage Brands Can Expect This Fall

OND (October, November, December) has long been a make-or-break time for Beverage Alcohol brands—how they perform during these three months can determine whether they hit their revenue goals for the year or fall short.

Typically, a supplier or distributor's success in OND depends on what has been established in JAS (July, August, September). But that doesn't mean brands can't optimize their sales strategy all year long. We've gathered some of the trends and behaviors that suppliers and distributors can expect to see this OND.



40% Up to **40% of annual sales** can happen in October, November, and December.

20% In 2022, the online beer, wine, and spirits marketplace Drizly saw a larger average order size, particularly for gift orders, which represent **20% of sales** during the month of December.

35% In 2022, **35% of American adults** skipped alcohol for the month of January, meaning OND could be the last sales surge until Valentine's or St. Patrick's Day.



Celebratory Consumption

With so many holidays occurring in October, November, and December, there are many reasons for consumers to celebrate (and indulge). According to reports, 64% of U.S. households purchase alcohol during OND, **spending an average of $102** during November and December alone.



Halloween

TOP CHOICE:
BEER

In 2022, off-premise alcohol sales in the U.S. reached $3.39 billion during Halloween and Día de los Muertos.



Thanksgiving

TOP CHOICE:
WINE

The day before Thanksgiving is one of the biggest days of the year for off-premise sales, with retailers seeing a 130% increase in sales.



Winter Holidays

TOP CHOICE:
CHAMPAGNE

In December 2022, U.S. beer, wine, and liquor store sales were about 7.8 billion U.S. dollars.



New Year's

TOP CHOICE:
CHAMPAGNE

According to some reports, New Year's Eve is the biggest day for off-premise alcohol sales, with Americans spending 159% more at liquor stores than on an average day.

[1] https://bevalcinsights.com/a-deep-dive-into-holiday-alcohol-purchasing-behavior/
[2] https://cgastrategy.com/us295m-dry-uplift-for-bars-and-restaurants-following-dry-january/
[3] https://alcohol.org/guides/booziest-holidays/
[4] https://nielseniq.com/global/en/insights/analysis/2022/beverage-alcohol-insights-for-halloween-dia-de-los-muertos/#:~:text=In%20the%20U.S.%2C%20off%2Dpremise,and%20D%C3%ADa%20de%20los%20Muertos.
[5] https://www.womply.com/blog/analysis-liquor-store-sales-data-reveals-the-biggest-drinking-days-of-the-year/
[6] https://www.statista.com/statistics/805026/beer-wine-and-liquor-store-sales-us-by-month/

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Impact of Inflation

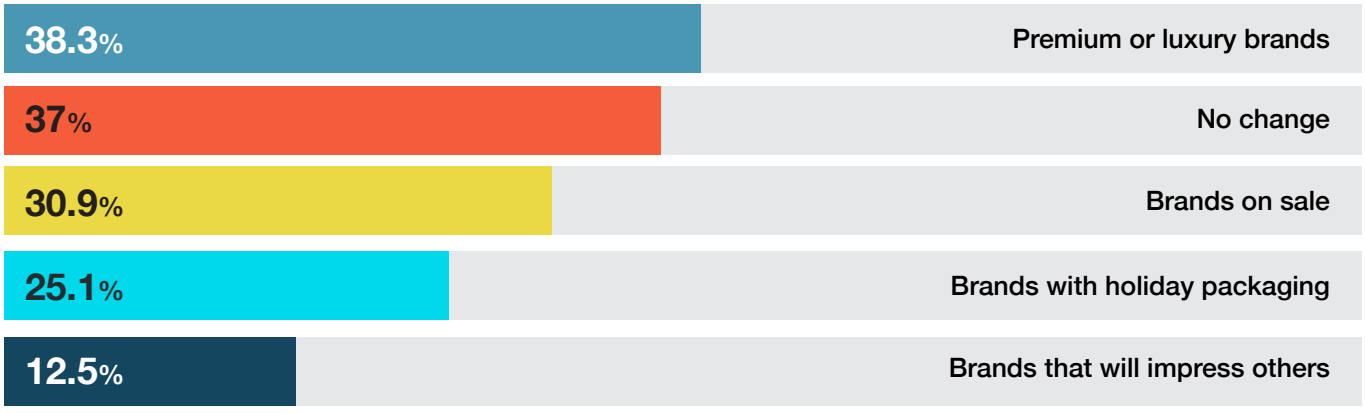
In 2020, COVID-19 heavily impacted the Beverage Alcohol industry, and ushered a shift from on-premise to off-premise consumption. As consumers began to spend more to recreate their favorite bar experience at home, this movement sparked a notable upswing in the premiumization trend. Even now, during a continued time of economic uncertainty, consumers are still willing to spend more on premium beer, wine, and spirits—especially during the holidays.

$19.7 BILLION
TOTAL OFF-PREMISE SALES IN OCTOBER, NOVEMBER, AND DECEMBER

$64.9 BILLION
TOTAL OFF-PREMISE SALES FOR 2022



INFLUENCE ON BRAND SELECTION DURING THE HOLIDAYS



[7] https://www.numerator.com/resources/blog/sipping-holiday-spirits

How to Make OND Worth the Whole Year

When it comes to OND, the biggest takeaway is that consumers shop differently than they do during the rest of the year. **They buy early, shop new categories, and spend more overall.** Whether you're a supplier, distributor, or retailer, it's essential to consider these new behaviors when planning and executing your OND strategy.

Make merchandising merry. Get in the spirit with limited edition products, holiday gift sets, seasonal displays, and brand collaborations to connect with and delight customers.

Encourage customers to trade up. Most consumers are already planning on trading up and spending more on premium products during OND. By building displays that promote a higher tier of SKUs, you can make it fast and easy for consumers to make that larger purchase without second-guessing themselves.

Expand channels. When time is critical during the bustling holiday season, offering convenient services like delivery, store pickup, and even online ordering can give brands and retailers a competitive edge. Digital channels like retail media can also accelerate growth, and many brands are leveraging e-commerce sites like Drizly, GoPuff, and Instacart to increase visibility, with one wine brand seeing a 26% increase in sales after advertising these sites' retail media platforms.

Plan for next year's growth. Because customers explore new categories during the holidays, it can help to build an OND promotional strategy that foreshadows your 2024 growth plans. Introduce customers to categories you plan to expand in the coming year to incentivize trial and build loyalty to those SKUs. For many brands, shelf share secured in Q4 leads to more real estate in Q1, and what you do now can set the stage for growth in 2024.

Make things easy. Give your teams tools to streamline operations, analyze performance, and confirm execution. After all, it's everyone's busiest time of year, and saving time in the field is a great way to spread holiday cheer.

In the *Spirits* of Giving

During the holiday season, off-premise sales increase, especially as consumers splurge on high-end bottles and gift sets for friends and families.

Nearly **80% of shoppers purchase alcohol as a gift** for family, coworkers, or party hosts during OND.

TOP GIFTED BEER, WINE, AND SPIRITS



Champagne and Sparkling Wine



Bourbon, Scotch, and Whiskey



Red Wine



Tequila



Other
(including RTD cocktails)

[8] https://bevalcinsights.com/bevalc-insights-2022-holiday-gift-guide-for-retailers/

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Top Beer, Wine, and Spirits brands use GoSpotCheck by FORM's industry-leading image recognition AI app to improve execution on- and off-premise and cut survey times by 75%.

To learn more about FORM's Image Recognition AI, visit our resource hub, which features overview videos, exclusive market reports, and interactive product tours.