



# RETAIL UNTAPPED

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## What Does a Post-COVID World Look Like for the Beer, Wine & Spirits Industry?

*How will this crisis shape our industry in the long-run, when all returns to "normal"?*

*The truth is, no one really knows what comes after this (or when exactly that will be). But by sifting through shifting trends and drawing from history, we can form a few insights that may help us visualize the transition to a post-COVID world.*

- **Beverage alcohol e-commerce:** Right now, e-commerce is a lifeline for many industry businesses. Huge numbers of consumers have turned to online alcohol purchases to limit their time away from home. Once the pandemic passes and restoration begins, it's likely that people will continue purchasing this way for a while, in some capacity.
- **A premiumization pause:** People are now buying less-expensive bottles of wine in larger quantities, and reaching for familiar products rather than unique, premium ones. This may well continue after quarantine ends, given the economic recession that's likely to follow the pandemic.
- **Off-premise from everyone:** Regulations have softened during the crisis in order to allow more small businesses to survive. Those changes have empowered breweries, wineries and distilleries in different areas to sell their own products in different ways. After COVID, these practices may shift slightly,

*but direct-to-consumer sales could be here to stay.*

- **Focus on local:** Communities are rallying together to support their small business compatriots, from liquor stores to breweries and beyond. *In the aftermath, we're optimistic that this trend will continue. Work together with your local producers and distributors to support one another, from pandemic to recession and beyond.*
- **Buying comfort over craft or trend:** *Experimental beers, exotic wines and unfamiliar spirits and cocktails are taking a back-seat these days. People are stressed and they turn to their favorite beverage alcohol for comfort. Keep your inventory stocked with the greatest hits.*

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