



Liquor

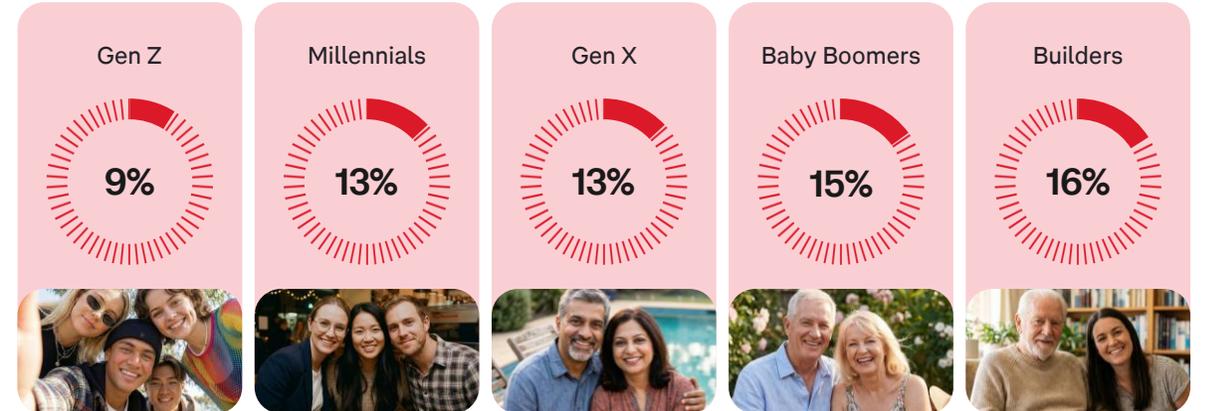
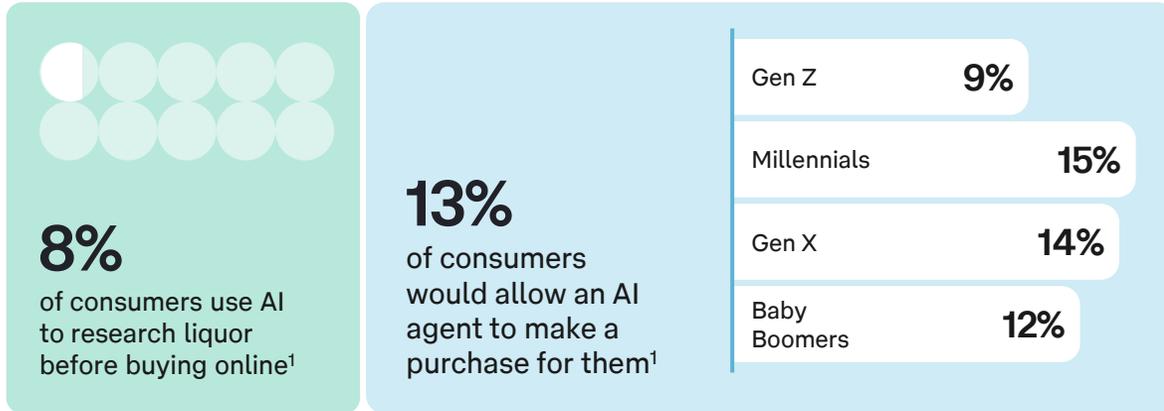
Liquor purchases are slowly growing online, and with less than 10% of category sales made via eCommerce, there's huge opportunity for growth. Use same-day and next-day delivery to differentiate, especially for gifts and seasonal products

Just 13% of consumers would consider using an AI agent to make a purchase

Shoppers in this category show little interest in using AI agents to make purchases on their behalf

Shoppers aren't as sales-driven for liquor compared to other categories

Amongst shoppers who wait for sales, just 13% hold out for discounts before buying liquor online²




TOP TIP UNBOXED

Liquor items aren't as ripe for agentic purchases compared to other categories as shoppers still prefer to stay in control and validate choices themselves. But you can get ahead by strengthening digital foundations now; that means rich, structured, machine-readable product attributes, clear pricing, availability and delivery details. As agentic commerce adoption grows, brands that fail to optimise for AI discoverability risk being left behind.



TOP TIP UNBOXED

Liquor shoppers aren't as discount-driven compared to other categories so tap into occasion-driven buying instead, like holiday periods and gift-giving moments.

1. Australia Post eCommerce Report Survey 2025 2. Australia Post Omnibus Survey, November 2025

¹ Delivery Insight Unboxed 2026



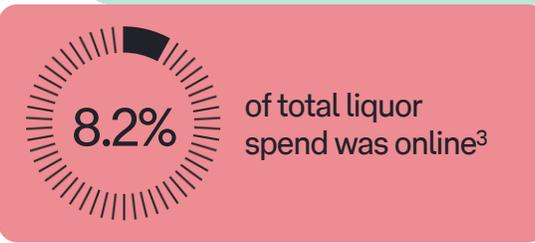
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\$2 billion spent on liquor online in 2025

Liquor’s online penetration is low with only 8.2% of total liquor spending occurring online. The category is still in its early stages of digital adoption, leaving significant headroom for growth



1.1m households shopped for liquor online in 2025, representing 20% of all households that shopped online



8.2% of total liquor spend was online³



\$120.44 average basket size, -2.9% YoY³

\$2b spent online in 2025, +8.1% YoY³



Online spending by generation

Gen X are the biggest spenders in the category, accounting for 29.5% of spend, closely followed by Baby Boomers at 28.3%³

	Online spend	YoY growth
 Gen Z	\$183m	16.9%
 Millennials	\$444m	5.9%
 Gen X	\$595m	7.0%
 Baby Boomers	\$570m	7.5%
 Builders	\$220m	10.1%

TOP TIP UNBOXED

Winning in this category starts with trust and reliability. With Gen X and Baby Boomers making up the bulk of online spend, focus on what these older shoppers value most – clear product information, consistent and reliable delivery experiences, safe packaging and simple buying journeys.



³ Commbank IQ, 2025 – Refer to p.38 of Australia Post eCommerce Report 2026