

THIRSTIE

# Thirstie Digital Consumer Insights

September 2021

**Thirstie Data Intelligence**

Tequila and Mezcal

# Background

Throughout the document, Thirstie Data Intelligence provides an insight into online shopping trends and key takeaways for the category.

# Methodology

This report was compiled by Thirstie Data Intelligence who analyzed purchasing patterns of over 1,000 consumers of legal drinking age who purchased Tequila and/or Mezcal across the U.S. through Thirstie powered branded storefronts from Aug. 2020 - Aug. 2021. For the complete report methodology, please contact [marketing@thirstie.com](mailto:marketing@thirstie.com)

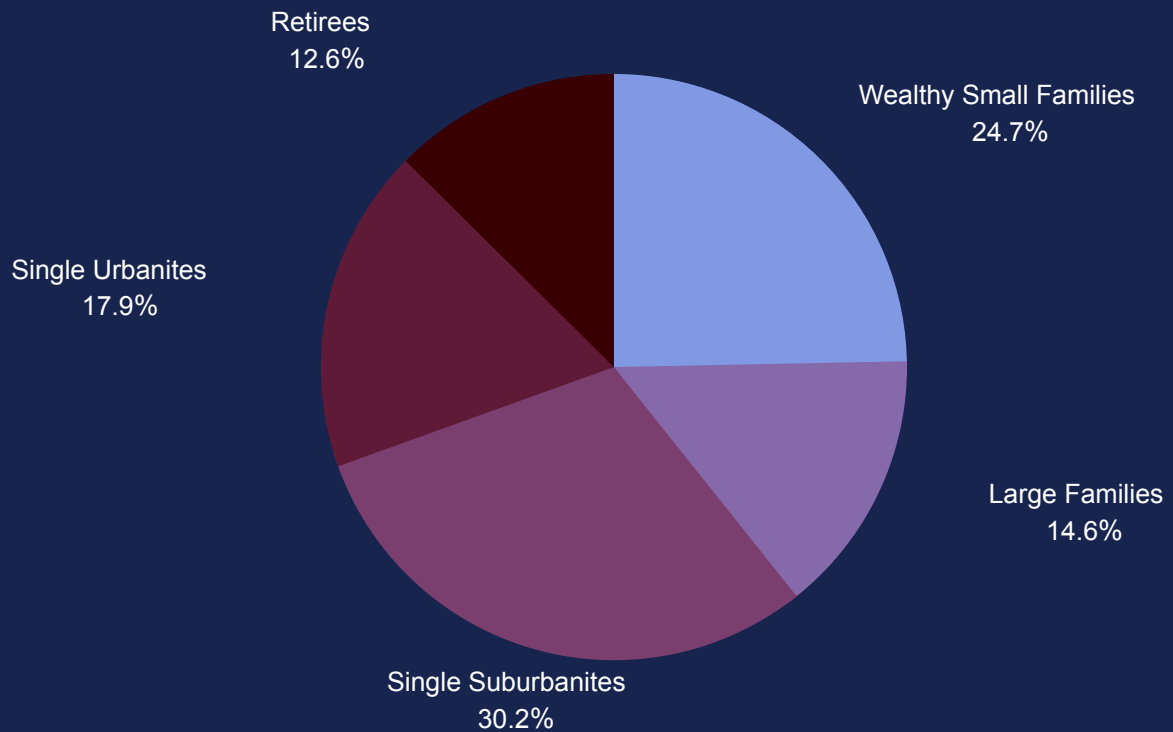


## Online Tequila & Mezcal Sales Driven By Single Suburbanites

**Thirstie data found that Single Suburbanites make up nearly one third of online tequila and mezcal sales with 30.25% share.** They are followed by Wealthy Small Families who drove close to a quarter of online tequila and mezcal sales across Thirstie powered sites.

**Premium Tequila and Mezcal were the most popular among the category driving 29% of retailer revenue.** Single Urbanites led category sales for premium tequila and mezcal with 34.40% share followed by Wealthy Small Families (31.20%), Single Suburbanites (28.50%), Large Families (26.30%) and Retirees (22.59%).

# Share Of Online Tequila & Mezcal Shoppers



## Consumer Profiles

### Retirees

- 63 Median age
- 68% Married
- 2: Household size
- \$92,500: Avg household income
- Brick & mortar shopping preference

### Wealthy Small Families

- 51 Median age
- 80% Married
- 3: Household size
- \$300,000: Avg household income
- Luxury offline shopping preference

### Large Families

- 45 Median age
- 77% Married
- 5: Household size
- \$187,500: Avg household income
- Online shopping preference

### Single Urbanites

- 46 Median age
- 33% Married
- 1: Household size
- \$122,500: Avg household income
- Online shopping preference

### Single Suburbanites

- 39 Median age
- 16% married
- 1: Household size:
- \$97,500: Avg household income
- Online shopping preference

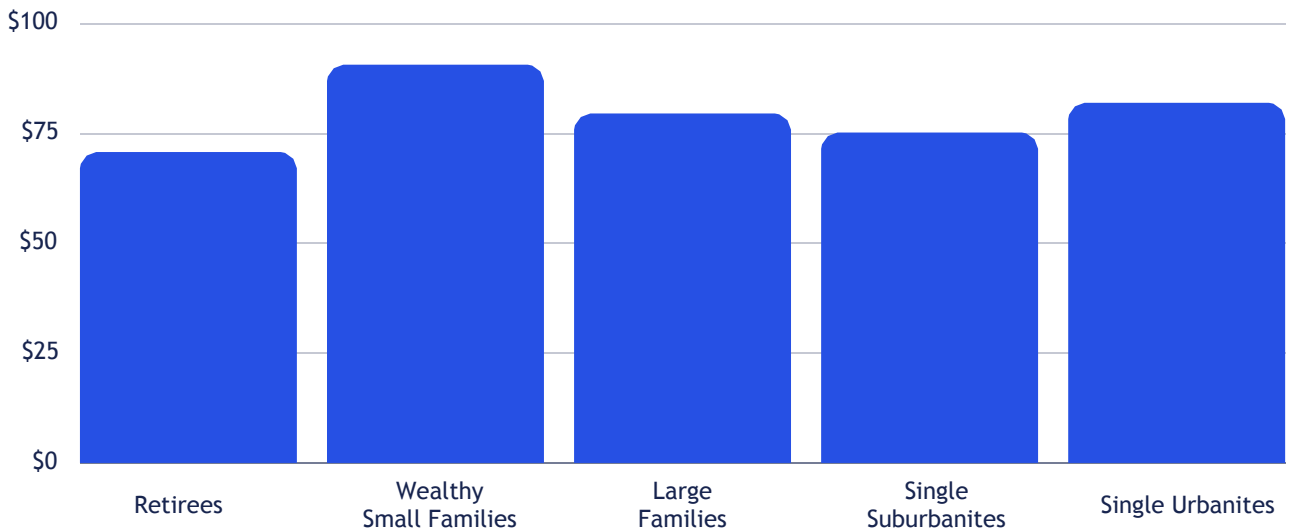


# Tequila & Mezcal See Substantial Cart Value And Win Over Offline Shoppers

**Premiumization In Online Sales:** Online Tequila and Mezcal consumers tend to purchase more premium bottles and buy multiple bottles at once.

Thirstie data shows an average cart value of \$80.22 and average cart size of 2.1.

**Offline Shoppers Like To Buy Tequila & Mezcal Online:** Despite having a shopping preference of offline luxury shopping, **Wealthy Small Families have the highest average cart value of \$90.49 and size of 2.41.** Also in contradiction to typical buying patterns, Retirees spent an average of \$70.60 per check-out on Tequila and Mezcal.



# Key Learnings

## 1. The Typical Online Tequila/Mezcal Shopper May Not Be Who You Think It Is:

Single young to mid-aged urbanites are a smaller share than both single young to mid-aged suburban and wealthy suburban small family consumers.

## 2. High Income Parents Like To Buy Premium Alcohol Online:

Wealthy small families have a significantly higher average checkout value and buy slightly more items than any other consumer group. Though this consumer group typically has a strong preference for luxury offline shopping, Tequila and Mezcal suppliers should not overlook them in their e-commerce digital marketing strategy.

## 3. Single Suburban Buyers Have More Diverse Tastes:

While single suburban buyers purchase more premium products (28.5%) they purchase significantly more value products (14.5%) compared to the category average of 5.6%.

## 4. Gift Giving Is Most Popular Among Single Urbanites:

Tequila and Mezcal producers have fueled e-commerce sales through gift-giving, particularly among single young to mid-age urban consumers. This group makes up 27.66% of gift-giving purchases for the category, which is significantly higher than the average 17.36% across all consumer groups.

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## About Thirstie

Thirstie is the leading white label e-commerce and data solution for beverage alcohol brands

Questions email [marketing@thirstie.com](mailto:marketing@thirstie.com)

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