

The State of Direct-to-Consumer Beer Shipping in 2024

If a brewery were able to legally offer DtC shipping,

regular craft beer drinkers would likely boost its business with increased sales and favorable social support

86% would be likely to try a new beer from that brewery

83% would be likely to purchase more frequently from that brewery

68% would be likely to subscribe to a beer club

86% would be likely to think more positively of the brewery

86% would be likely to recommend the brewery to friends & family

70% would be likely to post on social media about the brewery

States and brewers are missing out on potential revenue. Among regular craft beer drinkers that would like to purchase beer via DtC shipping

State laws lag consumer demand

69%

say they would spend \$50 or more per month if they could



43%

say they would spend \$100 or more per month if they could



79%

Percent of regular craft beer drinkers who report having tried a beer while traveling that they would like to purchase, but it is not found near their home



86%

Percent of regular craft beer drinkers who support increased legal access for DtC beer shipping

Source: Survey conducted online within the United States by The Harris Poll on behalf of Sovos ShipCompliant between January 2-4, 2024, among 1,970 U.S. adults ages 21+, among whom 615 drink craft beer at least once per month. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact hellship@sovos.com.



Get the full report at
dctbeerreport.com

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