

Online sale, delivery and advertising of alcohol in Australia – behaviour, attitudes and support for change

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Further information

For information about the online sale, delivery and advertising of alcohol, visit fare.org.au/policy/online-sale-and-delivery.

Key findings

- » In an online survey of 2,037 participants residing in Australia, over a third of participants who reported using alcohol in the past 12 months had alcohol delivered into their homes, with 39% of these having had alcohol rapidly delivered into the home (i.e., within 2 hours of order).
- » The space between advertising exposure and alcohol purchase is reduced in the online environment. Approximately a third of participants (34%) who had alcohol delivered into the home indicated that they bought alcohol online after clicking through an online alcohol advertisement.
- » Delivery apps that have traditionally been promoted as food delivery platforms are now used to deliver alcohol into homes. A quarter of participants (25%) that had used alcohol in the past 12 months reported that alcohol had been delivered into their home through a food delivery app in this period. This has also created an additional route of alcohol advertising, with 53% of people using food delivery apps indicating they saw alcohol ads on these platforms. Most participants using food delivery apps had some level of concern about alcohol advertising being targeted at them on these platforms (68%).

These experiences were more common among participants at higher risk of alcohol harm.

- » 55% of participants likely experiencing alcohol dependency were sold alcohol for rapid delivery into the home via 'on demand' delivery platforms compared to 24% at low risk of alcohol dependency.
- » 51% of participants likely experiencing alcohol dependency bought alcohol after clicking through a button on an online advertisement compared to 23% at low risk of alcohol dependency.
- » Participants who were likely experiencing alcohol dependency were more likely to report seeing alcohol ads often or always when using food delivery apps (39% vs 14%) and to have alcohol delivered into their home by these platforms than people at low risk of alcohol dependency (33% vs 15%).

Participants were asked about their support for a range of policy measures related to the online advertising of alcohol in Australia. Overall, there was high support for measures that would:

- » Remove direct links on alcohol advertisements to sales platforms (67%) and stop push notifications that prompt purchase (78%),
- » Prevent companies from using people's personal data to target them with alcohol marketing online (77%), especially when it comes to children's data (82%),
- » Introduce health warnings to online retail websites (80%) and online alcohol advertisements (78%), and
- » Hold companies accountable with strong penalties for advertising alcohol to people who have opted-out of alcohol advertising (79%).

Only 4% - 7% of Australians opposed these policy measures.



Background

The way alcohol is sold and marketed has changed, bringing heightened risk of harm while our regulatory system fails to keep pace.

While alcohol advertising and sales have traditionally been separate, alcohol companies now use online advertising as a storefront, with many advertisements directly linking to online platforms where alcohol is sold and rapidly delivered into people's homes.¹ This reduces the space that once existed between exposure to an alcohol advertisement and the sale and use of alcohol.

Combined with data-driven digital marketing techniques that are designed to trigger impulse purchases with highly personalised and appealing content and promotions, this new method of alcohol promotion and sale brings heightened risk of harm to our community.

Australian research has found that the online sale and rapid delivery of alcohol into the home increases high-risk alcohol use and related harms.² A national survey found that nearly three in four people who had alcohol rapidly delivered into the home drank alcohol at high-risk levels on the day of delivery, with over a third drinking more than 11 standard drinks in the one sitting.³ Another study demonstrated that Australians who are at high-risk of harm from alcohol receive the most advertising for alcohol delivery into the home.⁴

Facilitated by advertising linked to sale and delivery platforms, online sales and rapid delivery of alcohol into homes are contributing to the expanding availability of alcohol and subsequent alcohol-related harms. In this context, pre-existing regulations designed for bricks-and-mortar trade are no longer fit for purpose.

This report presents findings from a national survey of Australians about online sale, delivery and advertising of alcohol in Australia and support for advertising related policy measures.

1 Hayden L, Brownbill A, Angus D, Carah N, Tan XY, Dobson A, Robards B. [Buy now: The link between alcohol advertising, online sales and rapid delivery](#). Canberra: Foundation for Alcohol Research and Education; 2024.

2 Colbert S, Wilkinson C, Thornton L, Feng X, Campaign A, Richmond R. [Cross-sectional survey of a convenience sample of Australians who use alcohol home delivery services](#). Drug Alcohol Rev. 2023;42(5):986-995; Mojica-Perez Y, Callinan S, Livingston M. [Alcohol home delivery services: An investigation of use and risk](#). Centre for Alcohol Policy and Research, La Trobe University. 2019; VicHealth. [On-demand alcohol delivery services and risky drinking](#). 2020.

3 Foundation for Alcohol Research and Education. [2020 Annual Alcohol Poll: Attitudes & Behaviours](#). 2020.

4 Coomber K, Baldwin R, Taylor N, Callinan S, Wilkinson C, Toumbourou JW, Chikritzhs T, Miller PG. [Characteristics of high and low risk drinkers who use online alcohol home delivery in Western Australia](#). Drug Alcohol Rev. 2024;43(2):407-15.



About this report

The Foundation for Alcohol Research and Education (FARE) commissioned Pureprofile to administer a survey of Australians to understand community attitudes and concerns regarding online alcohol sales and advertising and support for relevant policy measures. The survey was conducted online in April 2025. The sample comprised 2,037 people residing in Australia aged 18 years and over, and was nationally representative for age, gender and location (see Table 1).

This report presents survey responses in relation to the online sale, delivery and advertising of alcohol in Australia and support for online advertising policy measures. Responses were analysed for differences among people at varying levels of risk of harm from alcohol. Two categorisations were assessed:

- » **People with high-risk alcohol use:** Defined per the Australian Alcohol Guideline that recommends no more than 10 standard drinks a week or 4 standard drinks on any one day.⁵ High risk refers to people with alcohol use in excess of this guideline, while low risk refers to people with alcohol use within this guideline.
- » **People likely experiencing alcohol dependency:** Defined using ASSIST-lite screening questions for alcohol.⁶ A high risk ASSIST-lite score indicates likely alcohol dependence, a moderate risk score indicates alcohol use that is likely hazardous or harmful to the person's health and a low score indicates lower risk alcohol use.

These measures have been calculated with the methods used by the Australian Institute for Health and Welfare for the National Drug Strategy Household Survey.⁷

Differences in survey responses between low and high-risk alcohol use groups, and between people likely experiencing alcohol dependency were assessed using the Pearson Chi-squared and Linear-by-Linear Association tests respectively using IBM SPSS Statistics (v30.0). Values bolded in report tables significantly differ between risk-groups (assessed at $p < 0.01$).

5 National Health and Medical Research Council. [Australian guidelines to reduce health risks from drinking alcohol](#). 2020.

6 Fischer JA, Roche AM, Duraisingam V. [Alcohol, Smoking and Substance Involvement Screening Test \(ASSIST-Lite\) tool: description, strengths and knowledge gaps. AOD Screening and Withdrawal Tools Collection](#). 2021, National Centre for Education and Training on Addiction (NCETA), Flinders University.

7 Australian Institute for Health and Welfare. [Measuring risky drinking according to the Australian alcohol guidelines](#). 2021; Australian Institute for Health and Welfare. [National Drug Strategy Household Survey 2022–2023. Technical notes](#). 2024.

Table 1. Sample demographics (N=2,037)

	n	%
Gender		
Women	1,019	50%
Men	1,016	50%
Non-binary, other or prefer not to say	2	0.1%
Age		
18-24	193	9%
25-34	371	18%
35-44	359	18%
45-54	335	16%
55-64	317	16%
65+	462	23%
Location		
New South Wales	624	31%
Victoria	531	26%
Queensland	396	19%
South Australia	153	8%
Western Australia	218	11%
Australian Capital Territory	36	2%
Tasmania	60	3%
Northern Territory	19	1%
Alcohol use risk level		
Low risk	1,253	62%
High risk	784	38%
Alcohol dependency risk level		
Low risk	1,192	59%
Medium risk	480	24%
High risk	365	18%

Findings

Online alcohol sale for delivery into the home

Of participants who had used alcohol in the past 12 months (n=1,799), over a third had alcohol sold to them online in that period (39%). Participants who used alcohol at high risk levels and participants likely to be experiencing alcohol dependency were more likely to have bought alcohol online than those with low risk alcohol use (55% vs 27%) and at low risk of dependency (67% vs 25%; Table 2).

Table 2. Participants delivered alcohol into the home in the past 12 months among those who drank in past 12 months (N=1,799), by alcohol risk

Online sale and delivery used in past 12 months	Total		Alcohol use risk level			Alcohol dependency risk level			
	(N=1,799)		Low Risk	High Risk		Low Risk	Medium Risk	High Risk	
	(n=1,015)		(n=784)			(n=954)	(n=480)	(n=365)	
	n	%	%	%	P value	%	%	%	P value
Used online sale and delivery	701	39%	27%	55%	<0.001	25%	45%	67%	<0.001
Didn't use online sale and delivery	1,098	61%	73%	45%		75%	55%	33%	

For participants who were sold alcohol online for delivery into the home (n=701), it was most common for alcohol to be delivered from bottle shops (46%) followed by rapid delivery by on-demand platforms (39%) and as part of another online purchase, such as with groceries (31%; Table 3). Those who used alcohol at high risk levels and those likely experiencing alcohol dependency were more likely to have alcohol sold to them online for rapid delivery into the home via on-demand delivery platforms than participants with low risk alcohol use (46% vs 29%) and at low risk of dependency (55% vs 24%).

When asked about the type of on-demand platform alcohol was delivered from, it was more common for people to be sold alcohol via platforms that have traditionally been promoted as food delivery platforms (e.g., Uber Eats, Deliveroo, Menulog and Milkrun) than alcohol-specific on-demand platforms (29% and 25% respectively).

Table 3. Platforms used for alcohol delivery in the past 12 months, among participants who drank in past 12 months (N=701), by alcohol risk

Platforms used for alcohol home delivery in past 12 months	Total		Alcohol use risk level			Alcohol dependency risk level			
	(N=701)		Low Risk (n=273)	High Risk (n=428)	P value	Low Risk (n=240)	Medium Risk (n=218)	High Risk (n=243)	P value
	n	%	%	%		%	%	%	
Delivery provided by bottle shops such as Dan Murphy's, BWS, Liquorland and First Choice Liquor	323	46%	43%	48%	0.226	44%	49%	45%	0.811
On-demand platforms (i.e., rapid delivery within 2 hours of order) ^a	273	39%	29%	46%	<0.001	24%	38%	55%	<0.001
<i>'On-demand' companies that deliver alcohol within two hours such as Jimmy Brings, Tipple and Liquoroo</i>	139	20%	12%	25%	<0.001	10%	17%	31%	<0.001
<i>Other on-demand delivery companies that sell alcohol such as Uber Eats, Deliveroo, Menulog and Milkrun</i>	174	25%	19%	29%	0.003	15%	26%	33%	<0.001
As part of another purchase online e.g. groceries	220	31%	30%	32%	0.435	25%	31%	38%	0.001
Delivery services provided by wine distributors such as Cellarmasters, Wine Selectors and Naked Wines	120	17%	14%	19%	0.073	17%	15%	19%	0.588
Delivery services provided directly by alcohol producers such as wineries, breweries and distilleries	81	12%	11%	12%	0.537	12%	12%	11%	0.634

^a Participants were asked about use of two kinds of on-demand platforms. Where a participant indicated use of either kind of on-demand platform, they were counted as using an on-demand platform.

When asked why they had ordered alcohol for delivery, most participants indicated that they purchased alcohol online because it was cheaper to buy alcohol in bulk online (34%; Table 4). Just under a third indicated that they had ordered alcohol online to have alcohol delivered to them quickly (29%) and just under a quarter indicated that they had ordered alcohol online after they had seen an online advertisement (22%).

Participants likely experiencing alcohol dependency were more likely to report that they ordered alcohol online for home delivery after they saw an advertisement online compared to those at low risk of dependency (29% vs 16%; Table 4).

Table 4. Reason for alcohol home delivery among participants (N=701), by alcohol risk

Reason for alcohol home delivery	Total		Alcohol use risk level			Alcohol dependency risk level			
			Low Risk	High Risk		Low Risk	Medium Risk	High Risk	
	(N=701)		(n=273)	(n=428)		(n=240)	(n=218)	(n=243)	
	n	%	%	n	P value	%	%	%	P value
It is cheaper to buy alcohol in bulk online	236	34%	33%	34%	0.882	32%	31%	38%	0.178
To buy alcohol to be delivered to me quickly	200	29%	29%	29%	0.985	25%	29%	32%	0.104
I saw an advertisement online	156	22%	21%	23%	0.376	16%	22%	29%	<0.001
I am part of a delivery service wine club that provides me with discounts and other rewards	112	16%	14%	17%	0.235	15%	17%	16%	0.662
There are no bottle shops close to where I live	80	11%	8%	13%	0.047	6%	14%	14%	0.003
I was over the blood alcohol limit to drive	68	10%	5%	12%	0.003	5%	9%	15%	<0.001
I can't buy the alcohol products at my local bottle shop	63	9%	5%	11%	0.010	5%	10%	12%	0.019

Online alcohol advertising linking to online alcohol sale

Participants were asked whether they had ever bought alcohol online after clicking through an online alcohol advertisement, for example through 'buy now', 'shop now' or 'learn more' buttons. Of those who had alcohol sold to them online in the past 12 months, one-third indicated that they had bought alcohol after clicking through an online advertisement (34%; Table 5).

Participants who used alcohol at high risk levels and those likely experiencing alcohol dependency were more likely to have bought alcohol online for delivery into the home after clicking through an online advertisement than those with low risk alcohol use (39% vs 25%) and at low risk of dependency (51% vs 23%; Table 5).

Table 5. Click through online alcohol advertisements to buy alcohol among participants delivered alcohol into the home (N=701), by alcohol risk

Clicked through an online alcohol ad to buy alcohol (e.g., using 'buy now' button)	Total		Alcohol use risk level			Alcohol dependency risk level			
			Low Risk	High Risk		Low Risk	Medium Risk	High Risk	
	(N=701)		(n=273)	(n=428)		(n=240)	(n=218)	(n=243)	
	n	%	%	%	P value	%	%	%	P value
Yes	235	34%	25%	39%	<0.001	23%	26%	51%	<0.001
No	422	60%	70%	54%		70%	68%	43%	
Don't know	44	6%	6%	7%		7%	6%	6%	

Participants were also specifically asked about their experience of alcohol advertising on food delivery apps (e.g., UberEats, Menulog, Deliveroo). Over half indicated they had used such apps in the last 12 months (i.e., at all, not only when ordering alcohol; 60%). Half (53%) of those using food delivery apps reported seeing alcohol ads at least sometimes when using these apps, and 22% reported seeing alcohol ads often or always (22%; Table 6).

Participants who used alcohol at high risk levels and those likely experiencing alcohol dependency were more likely to report seeing alcohol ads often or always when using food delivery apps than those with low risk alcohol use (30% vs 15%) and at low risk of dependency (39% vs 14%; Table 6).

Table 6. Exposure to alcohol ads among participants using food delivery apps (N=1,212), by alcohol risk

Frequency of seeing alcohol ads when using food delivery apps	Total		Alcohol use risk level			Alcohol dependency risk level			
	(N=1,212)		Low Risk	High Risk		Low Risk	Medium Risk	High Risk	
			(n=681)	(n=531)		(n=590)	(n=329)	(n=293)	
	n	%	%	%	P value	%	%	%	P value
Always	57	5%	3%	7%	<0.001	3%	4%	10%	<0.001
Often	204	17%	12%	23%		11%	17%	29%	
Sometimes	377	31%	30%	32%		30%	32%	33%	
Rarely	296	24%	28%	20%		28%	24%	18%	
Never	278	23%	27%	17%		29%	22%	11%	

When participants were asked whether they were concerned about alcohol advertising being targeted at them when they use food delivery apps, most of those reporting use of these apps indicated some level of concern (68%; Table 7). Almost a third of this group indicated they were either moderately or extremely concerned about alcohol ads being targeted at them on these platforms (29% combined).

Participants likely experiencing alcohol dependency who use food delivery apps were more likely to be at least somewhat concerned by alcohol ads being targeted at them when they use food delivery apps (73%) compared to people with low risk of alcohol dependency (48%; Table 7).

Table 7. Concern about alcohol ads among participants using food delivery apps (N=1,212), by alcohol risk

Concern about alcohol ads on food delivery apps	Total		Alcohol use risk level			Alcohol dependency risk level			
	(N=1,212)		Low Risk	High Risk		Low Risk	Medium Risk	High Risk	
			(n=681)	(n=531)		(n=590)	(n=329)	(n=293)	
	n	%	%	%	P value	%	%	%	P value
Extremely concerned	127	10%	12%	9%	0.070	11%	9%	11%	<0.001
Moderately concerned	226	19%	18%	19%		16%	13%	29%	
Somewhat concerned	299	25%	22%	27%		21%	23%	33%	
Slightly concerned	173	14%	14%	15%		14%	17%	11%	
Not concerned at all	387	32%	34%	29%		37%	37%	15%	

Support for online advertising policy measures

Participants were asked about their support for a range of policy measures related to the online advertising of alcohol in Australia.

There was high support among participants for policy measures that would remove sales-related buttons and links from alcohol advertisements (67%; Table 8).

Similarly, the majority of participants supported prohibiting alcohol companies from sending push notifications to a person's phone prompting them to purchase alcohol (78%; Table 9).

Table 8. Support for select policy measures related to online alcohol marketing (N=2,037)

	n	%
Removal of buttons and links from alcohol advertisements that link directly to online platforms where alcohol is sold		
Strongly support	691	34%
Support	680	33%
Neither support nor oppose	531	26%
Oppose	99	5%
Strongly oppose	36	2%

Table 9. Support for select policy measures related to online alcohol marketing (N=2,037)

	n	%
Alcohol companies not being allowed to send push notifications to a person's phone prompting them to purchase alcohol		
Strongly support	937	46%
Support	657	32%
Neither support nor oppose	338	17%
Oppose	77	4%
Strongly oppose	28	1%

Support was also high for policy measures that would prevent companies from using people's personal data to target them with alcohol marketing online. The majority of participants supported prohibiting companies from using data on people's online activity to market alcohol to them (77%), a sentiment that was even stronger in the context of using children's online activity (82%; Table 10).

Table 10. Support for select policy measures related to online alcohol marketing (N=2,037)

	n	%
Companies not being allowed to collect and/or use data on people's activity online to market alcohol products		
Strongly support	901	44%
Support	671	33%
Neither support nor oppose	361	18%
Oppose	73	4%
Strongly oppose	31	2%
Companies not being allowed to collect and/or use data on children's activity online to market alcohol products		
Strongly support	1171	57%
Support	508	25%
Neither support nor oppose	266	13%
Oppose	49	2%
Strongly oppose	43	2%

Most participants supported strong penalties for alcohol companies that advertise alcohol to people when they have opted out of receiving alcohol advertising (79%; Table 11). Only 5% opposed strong penalties.

Table 11. Support for select policy measures related to online alcohol marketing (N=2,037)

	n	%
Strong penalties for alcohol companies that advertise to people who have opted out of alcohol advertising		
Strongly support	991	49%
Support	601	30%
Neither support nor oppose	339	17%
Oppose	83	4%
Strongly oppose	23	1%

The majority of participants supported the introduction of health warnings on all alcohol retail websites (80%) and on all online advertisements for alcohol (78%; Table 12). Only 4% opposed either form of online health warning.

Table 12. Support for select policy measures related to online alcohol marketing (N=2,037)

	n	%
Health warnings about the risks of alcohol use on all alcohol retail websites		
Strongly support	852	42%
Support	765	38%
Neither support nor oppose	342	17%
Oppose	60	3%
Strongly oppose	18	1%
Health warnings about the risks of alcohol use on all online alcohol advertisements		
Strongly support	845	41%
Support	759	37%
Neither support nor oppose	348	17%
Oppose	58	3%
Strongly oppose	27	1%

Policies to prevent harms from the online sale, delivery and advertising of alcohol

The Australian regulatory response has not kept pace with the changing ways that alcohol companies sell and advertise alcohol in the digital landscape.

The Foundation for Alcohol Research and Education has developed a comprehensive list of evidence-based policy priorities that can be implemented across Australian states and territories to help prevent harms from the online sale, delivery and advertising of alcohol.⁸

These include the following common-sense measures:

- » A 2-hour safety pause between order and delivery for alcohol orders to prevent the rapid delivery of alcohol into homes;
- » Keep deliveries to between 10am and 10pm to reduce the risks of alcohol-related family violence and suicide, which increase later at night in the home;
- » Effective digital age verification for online sales of alcohol to ensure alcohol is not sold to children;
- » ID checks on delivery of alcohol to ensure alcohol is not supplied to children or intoxicated people;
- » Address data-driven push marketing to protect people's health and privacy;
- » Support delivery staff with delivery-specific training, not penalising them for non-delivery, and making delivery companies liable for non-compliance.

Both the Federal Government and the South Australian Royal Commission into domestic, family and sexual violence have similarly recommended restrictions to the online sale and delivery of alcohol into the home as measures for preventing and reducing gender-based violence in Australia.⁹

In this recent survey, we found high support among the Australian community for policy measures that address the data-driven marketing of alcohol to protect people's health and privacy. These measures include:

- » Creating space between advertising and sale by removing buttons and links from alcohol advertisements that link to online platforms where alcohol is sold.
- » Preventing alcohol companies from sending push notifications to people's phones that prompt alcohol purchase.
- » Reducing data-driven marketing by prohibiting companies from using people's personal data to target them with alcohol marketing online.
- » Re-balancing the information environment by introducing health warnings to online retail websites and online alcohol advertisements.
- » Holding companies accountable by ensuring strong penalties for companies that advertise alcohol to people that have opted out for alcohol advertising.

8 Foundation for Alcohol Research and Education. [Online sale and delivery of alcohol – A growing risk to our community](#). Canberra: 2023.

9 Report of the Rapid Review of Prevention Approaches. [Unlocking the Prevention Potential: accelerating action to end domestic, family and sexual violence](#). Canberra: 2024.; Royal Commission into Domestic, Family and Sexual Violence. [With Courage: South Australia's vision beyond violence](#). Government of South Australia. 2025.