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Halloween lifts U.S. alcohol retail sales 1.5% to $1.45 billion

Circana data showed stronger off-premise spending despite a 0.2% dip in case sales, offering an early holiday demand signal

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Halloween gave the U.S. beverage alcohol business a rare lift in an otherwise uneven year, with off-premise retail sales rising during the holiday week, according to weekly scan data from market research firm Circana cited by Brewbound on Monday, November 9.

In Circana’s tracked U.S. multi-outlet and convenience channels, total beverage alcohol dollar sales reached more than $1.45 billion in the week ending November 1. That was up 1.5% from the same week a year earlier. Volume, measured in case sales, was close to flat, slipping 0.2%.

The period included the full Halloween weekend on October 31, a calendar event that often gives suppliers and retailers a short-term read on consumer demand before the heavier Thanksgiving and December selling season. The latest figures suggest that holiday-driven shopping was strong enough to push the overall category into growth on a dollar basis, even as physical volume was little changed.

Brewbound reported that beer also posted growth in the same Circana weekly scans, adding to the broader industry gain. The available report excerpt did not include a separate beer sales figure, but the headline result points to improved consumer takeaway for a category that has faced pressure in parts of the retail market.

The data covers off-premise sales, meaning alcohol bought through retail channels rather than consumed in bars or restaurants. That distinction matters because grocery, mass and convenience store performance can offer a different picture from on-premise demand, especially around holidays when shoppers often stock up for parties and at-home gatherings.

The split between dollar growth and nearly flat case volume also indicates that revenue rose faster than the number of cases sold. Circana’s numbers in the excerpt do not break out the reason for that gap, but it shows that a modest sales improvement did not come from a broad jump in physical consumption.

For brewers, wineries, spirits producers and distributors, the Halloween week results provide an early signal as companies plan inventory, promotions and shipments for the rest of the holiday period. At the same time, one week of stronger scans does not by itself show a durable turn in demand across beverage alcohol, which has been influenced by changing consumer habits, competition between categories and pressure on discretionary spending.

Even so, the November 1 week stood out because it broke a run of softer holiday-related performance in 2026 and delivered growth for total beverage alcohol at the retail level. With year-end holidays still ahead, producers and sellers will likely watch upcoming Circana weekly reports closely to see whether the Halloween bump extends into broader seasonal momentum.