NOVEMBER
PACKAGE LIQUOR STORE MONTH

The contribution behind the storefront.

$154.7B
Total economic impact

$54.4B
Total wages

1.06 million
Total jobs (rounded)

Includes direct, supplier, and induced activity.
U.S. off-premise alcohol retail sector.

Source: John Dunham & Associates for ABL, 2024 study.

AMERICAN BEVERAGE LICENSEES / #PLSMonth