

# COVID-19 IMPACT REPORT SERIES



These reports focus on how consumers' social, shopping, drinking and wine lives have been impacted by Covid-19

Built using data collected in late March and early April 2020, these reports feature data tracking **behavioural changes** including data from

- 2019
- 2020 pre Covid-19 impact
- 2020 during Covid-19 lockdown
- 2020 predicted behaviour post lockdown impact

They include latest insight on pre, during and predicted post lockdown behaviour including

- Changes in purchase and consumption of alcohol beverage categories
- Changes in wine drinking frequency and spend by occasion
- Wine purchase channel change – featuring profiling of 'new' online wine purchasers
- Lifestyle behaviours during and predicted-post lockdown, including future priorities

Insights are reported at a market level and also

**by sub-groups:**

- Age cohorts (Gen Z, Millennials, Gen X and Boomers)
- Gender
- Wine Intelligence Portraits segmentation (where available)
- Geography within markets (e.g. state level where appropriate)

## Markets

|             |            |
|-------------|------------|
| Australia   | April 2020 |
| USA         | May 2020   |
| UK          | May 2020   |
| Portugal    | May 2020   |
| Canada      | June 2020  |
| China       | June 2020  |
| South Korea | June 2020  |
| Japan       | June 2020  |
| Sweden      | June 2020  |
| Netherlands | June 2020  |
| Germany     | July 2020  |

## ADDITIONAL COVID-19 IMPACT DATA AVAILABLE:

Hong Kong  
Ireland  
Singapore

We will be hosting a series of **webinars** to review and discuss the findings for purchasers of the reports (company wide access to the webinar) and for all Wine Intelligence All Access Reports Shop clients

| PRICING**:         | CREDIT VALUE | GBP   | AUD   | USD   | EUR   |
|--------------------|--------------|-------|-------|-------|-------|
| Without data table | 3            | 1,500 | 2,900 | 2,000 | 1,800 |
| With data table    | 4            | 2,000 | 3,800 | 2,600 | 2,400 |

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