

# CHINA: COVID-19 IMPACT REPORT

Issue #1, May 2020



HOW CHINESE CONSUMERS' SOCIAL, SHOPPING, DRINKING AND WINE LIVES HAVE AND WILL BE CHANGED

## AVERAGE NUMBER OF WINE DRINKING OCCASIONS AMONGST CHINESE WINE DRINKERS\*

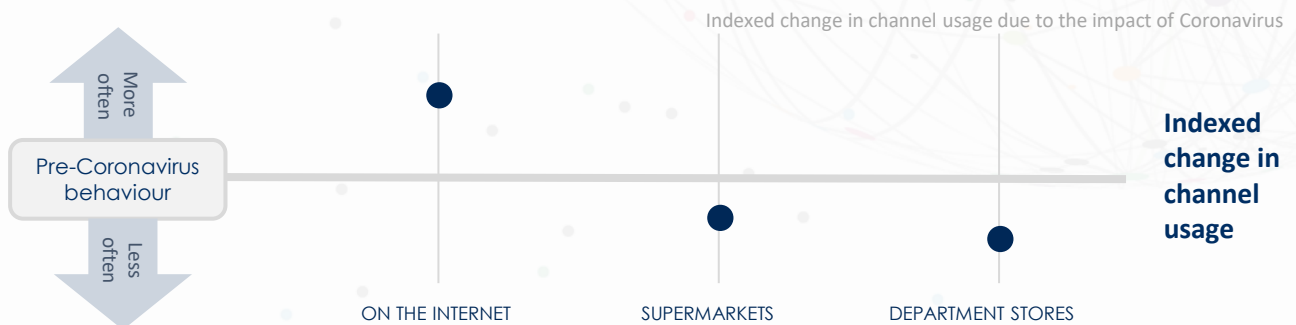
There is a slight increase in imported wine consumption frequency during lockdown in China, mainly led by committed drinkers drinking more



Source: Wine Intelligence Vinitrac® China, Mar '20 (27th March 2020 – 14th April 2020), n=1,000 Chinese urban upper-middle class imported grape-based wine drinkers

## CHANGE IN CHANNEL USAGE

Online was the only channel to benefit from the lockdown, with all physical wine-buying channels experiencing a fall in purchase frequency

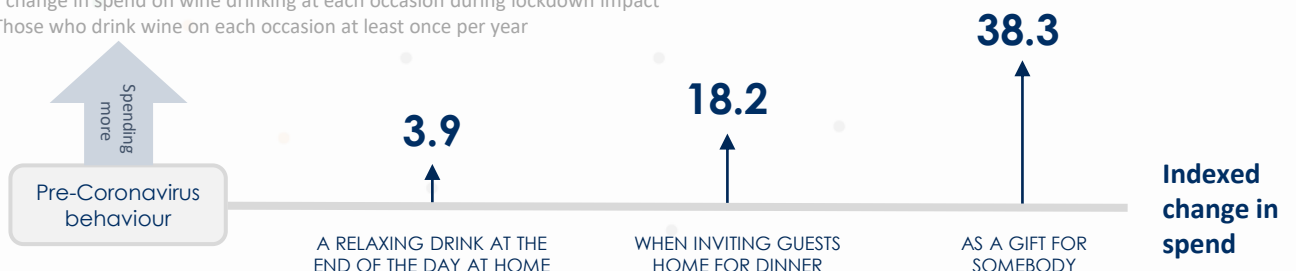


Source: Wine Intelligence Vinitrac® China, Mar '20 (27th March 2020 – 14th April 2020), n=1,000 Chinese urban upper-middle class imported grape-based wine drinkers

## PER BOTTLE SPEND ON WINE DURING LOCKDOWN

Spend on wine rose across the board, especially when gifting wine to somebody

Indexed change in spend on wine drinking at each occasion during lockdown impact  
Base = Those who drink wine on each occasion at least once per year

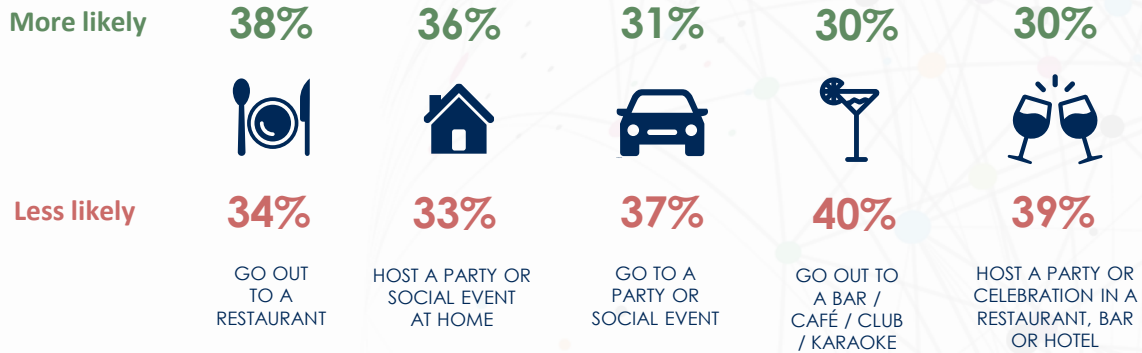


Source: Wine Intelligence Vinitrac® China, Mar '20 (27th March 2020 – 14th April 2020), n=1,000 Chinese urban upper-middle class imported grape-based wine drinkers

## ANTICIPATED FUTURE SOCIALISING POST LOCKDOWN

Consumers anticipate being more likely to try new food / alcohol and shopping post lockdown, however sentiment indicates some caution about going out to eat and socialising

% who are more or less likely to do the following activities when the danger of Coronavirus has passed and normal activities are permitted  
Base = All Chinese urban upper-middle class imported grape-based wine drinkers (n=1,000)



Source: Wine Intelligence Vinitrac® China, Mar '20 (27th March 2020 – 14th April 2020), n=1,000 Chinese urban upper-middle class imported grape-based wine drinkers

## ANTICIPATED FUTURE PRIORITIES

Chinese wine drinkers\* are looking to save money post virus, while anticipating being more adventurous in their food / alcohol choices and treating themselves to luxurious items, including wine

\*DEFINED AS CHINESE URBAN UPPER-MIDDLE CLASS IMPORTED GRAPE-BASED WINE DRINKERS  
Indexed change in priorities for the following activities once the danger of Coronavirus has passed



Source: Wine Intelligence Vinitrac® China, Mar '20 (27th March 2020 – 14th April 2020), n=1,000 Chinese urban upper-middle class imported grape-based wine drinkers

## ABOUT THE REPORT

Built using data collected in late March and early April 2020, this report features insights from 2019 and 2020 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
- New attitudinal segmentation analysis

### OTHER COVID-19 IMPACT REPORT MARKETS:

Australia, US, UK, Portugal, France, Canada, South Korea, Sweden, Japan, Netherlands, Germany

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