

UK: COVID-19 IMPACT REPORT

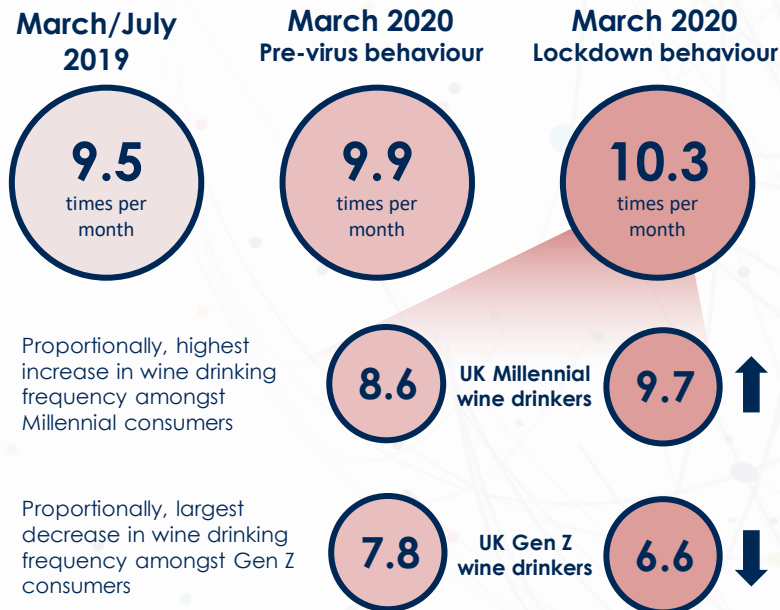
Issue #1, May 2020



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

AVERAGE NUMBER OF WINE DRINKING OCCASIONS AMONGST UK REGULAR WINE DRINKERS

The frequency of wine consumption rose during lockdown, with an increase in at-home occasions more than compensating for loss in on-trade occasions



Source: Wine Intelligence Vinitrac® UK, Mar+Jul '19-Mar '20 (31st March 2020 – 15th April 2020), n>=1,000 UK regular wine drinkers

PER BOTTLE SPEND ON WINE DURING LOCKDOWN

UK wine drinkers reduced their per bottle spend for key occasions during lockdown compared with their pre-lockdown spend

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



Source: Wine Intelligence Vinitrac® UK, Mar '20 (31st March 2020 – 15th April 2020), n=1,000 UK regular wine drinkers

ANTICIPATED FUTURE SOCIALISING POST LOCKDOWN

UK consumers expect that they will socialise both in and out of the home less frequently when restrictions are lifted

% 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 UK regular wine drinkers (n=1,000)



Source: Wine Intelligence Vinitrac® UK, Mar '20 (31st March 2020 – 15th April 2020), n=1,000 UK regular wine drinkers

ANTICIPATED FUTURE PRIORITIES

UK consumers will prioritise both saving money and 'treats' when restrictions are lifted

Change in priorities for the following activities once the danger of Coronavirus has passed



Source: Wine Intelligence Vinitrac® UK, Mar '20 (31st March 2020 – 15th April 2020), n=1,000 UK regular 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

OTHER COVID-19 IMPACT REPORT MARKETS:

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



PRICING:

With data table:

2,000 GBP | 2,600 USD | 3,800 AUD | 2,400 EUR
4 credits

Without data table:

1,500 GBP | 2,000 USD | 2,900 AUD | 1,800 EUR
3 credits

Small business, first time buyer and academic discounts available

CONTACT WINE INTELLIGENCE:

reports-shop@wineintelligence.com
www.wineintelligence.com