

# GERMANY: COVID-19 IMPACT REPORT

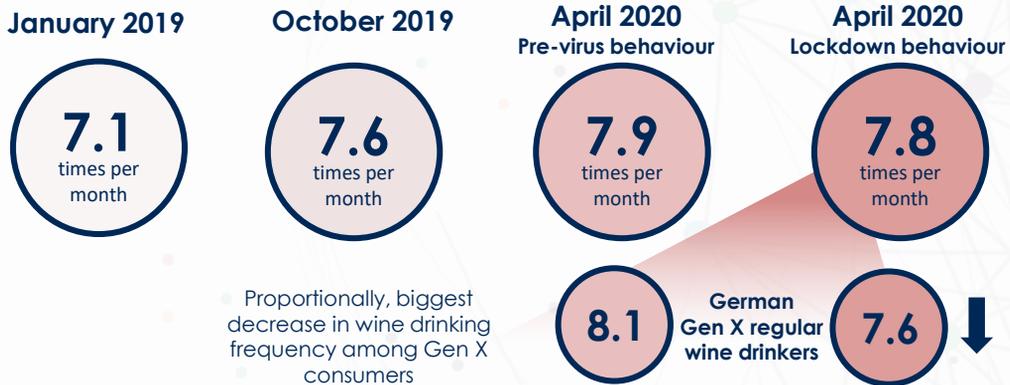
## Issue #1, June 2020



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

### AVERAGE NUMBER OF WINE DRINKING OCCASIONS AMONG GERMAN WINE DRINKERS

Wine consumption frequency in Germany had increased prior to the Covid-19 crisis and has remained at this elevated level throughout the lockdown



Source: Wine Intelligence Vinitrac® Germany, Apr '20 (3rd April 2020 – 7th April 2020), n=1,000 German regular wine drinkers

### CHANGE IN CHANNEL USAGE

Online channels experienced a noticeable rise in usage amongst German wine consumers in lockdown; discounters also gained slightly

Indexed change in channel usage due to the impact of Coronavirus



Source: Wine Intelligence Vinitrac® Germany, Apr '20 (3rd April 2020 – 7th April 2020), n=1,000 German regular wine drinkers

### PER BOTTLE SPEND ON WINE DURING LOCKDOWN

During the 2020 lockdown, German consumers slightly increased their typical spend on wine across most occasions

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® Germany, Apr '20 (3rd April 2020 – 7th April 2020), n=1,000 German regular wine drinkers

## ANTICIPATED FUTURE SOCIALISING POST LOCKDOWN

On the whole, German regular wine drinkers are not anticipating much change in their typical behaviour – less fear of going out to restaurants than in other markets

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



Source: Wine Intelligence Vinitrac® Germany, Apr '20 (3rd April 2020 – 7th April 2020), n=1,000 German regular wine drinkers

## ANTICIPATED FUTURE PRIORITIES

Looking ahead, German regular wine drinkers will prioritise boosting their savings the most, followed by going on holidays abroad, treating themselves to a better quality wine, and trying new food

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



Source: Wine Intelligence Vinitrac® Germany, Apr '20 (3rd April 2020 – 7th April 2020), n=1,000 German regular wine drinkers

## ABOUT THE REPORT

Built using data collected in 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, China, South Korea, Sweden, Japan, Netherlands, Canada

### CONTACT WINE INTELLIGENCE:

[reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)  
[www.wineintelligence.com](http://www.wineintelligence.com)

**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