

# JAPAN: COVID-19 IMPACT REPORT

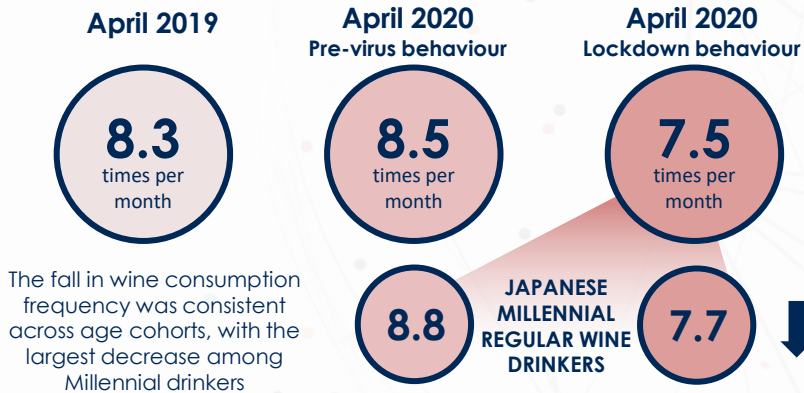
Issue #1, June 2020



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

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

Wine consumption frequency in Japan was relatively stable prior to the Covid-19 crisis, however, average consumption frequency has declined since the lockdown began

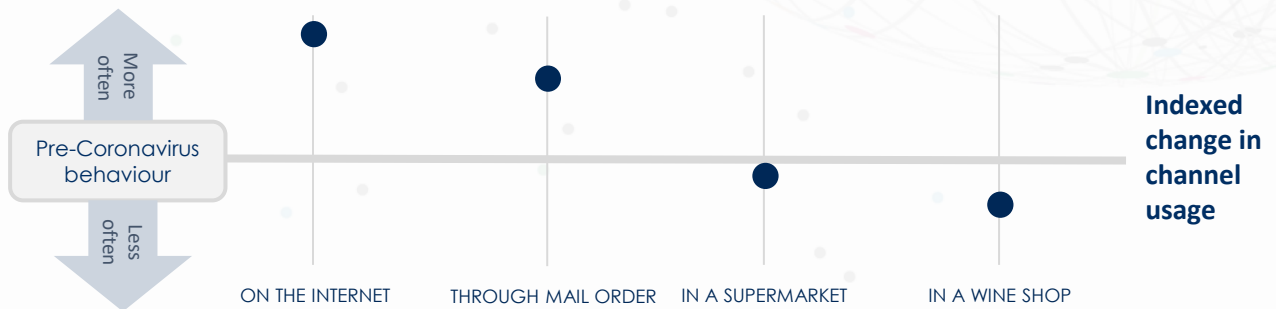


Source: Wine Intelligence Vinitrac® Japan, Apr'19, Oct' 19, Apr'20 (3rd April 2020 – 14th April 2020), n>= 1,000 Japanese wine drinkers

## CHANGE IN CHANNEL USAGE

The only channels to experience a noticeable rise in usage among Japanese wine consumers in lockdown were online channels

Indexed change in channel usage due to the impact of Coronavirus

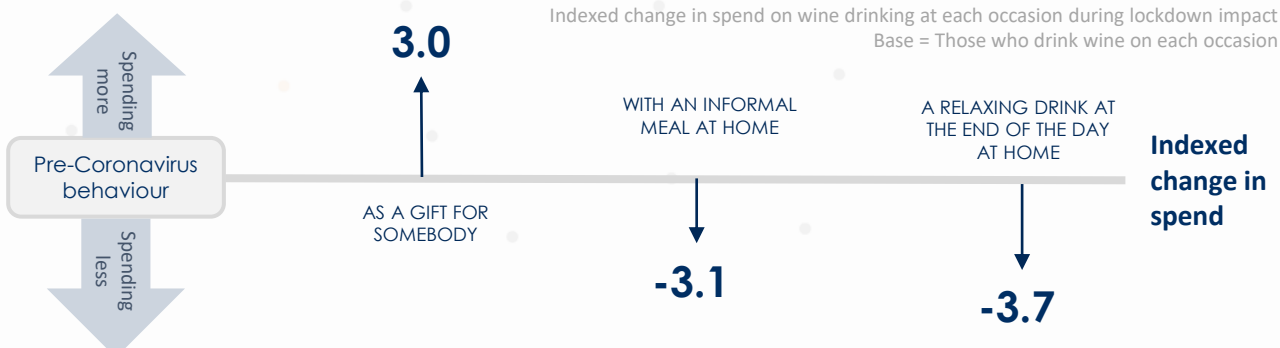


Source: Wine Intelligence Vinitrac® Japan, Apr'20 (3rd April 2020 – 14th April 2020), n=1,004 Japanese regular wine drinkers

## PER BOTTLE SPEND ON WINE DURING LOCKDOWN

During the 2020 lockdown, Japanese consumers slightly reduced their typical spend on wine across all occasions, with the exception of when buying wine as a gift

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

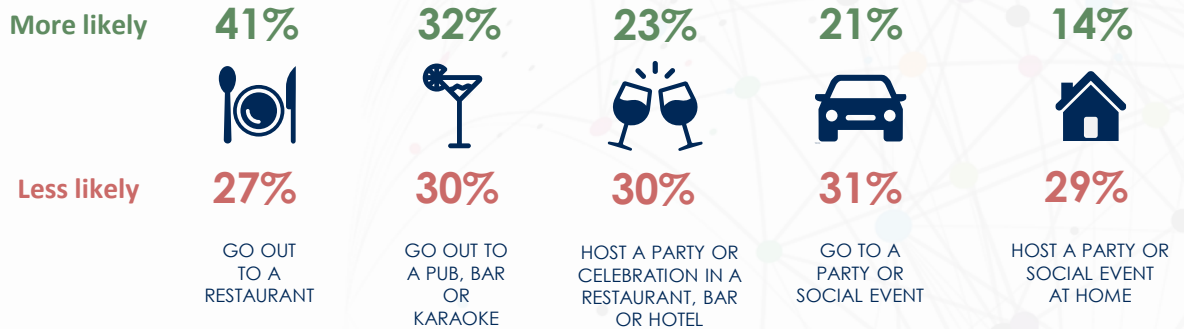


Source: Wine Intelligence Vinitrac® Japan, Apr'20 (3rd April 2020 – 14th April 2020), n=1,004 Japanese regular wine drinkers

## ANTICIPATED FUTURE SOCIALISING POST LOCKDOWN

Unlike some other markets, there is more enthusiasm for visiting restaurants and participating in social activities when restrictions end

% 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 Japanese regular wine drinkers (n=1,004)



Source: Wine Intelligence Vinitrac® Japan, Apr'20 (3rd April 2020 – 14th April 2020), n=1,004 Japanese regular wine drinkers

## ANTICIPATED FUTURE PRIORITIES

Looking ahead, treating themselves to a better quality wine and to something luxurious seem to be an above average priority for Japanese consumers

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



Source: Wine Intelligence Vinitrac® Japan, Apr'20 (3rd April 2020 – 14th April 2020), n=1,004 Japanese 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, Netherlands, Sweden, Germany, Canada

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