

# NETHERLANDS: COVID-19 IMPACT REPORT

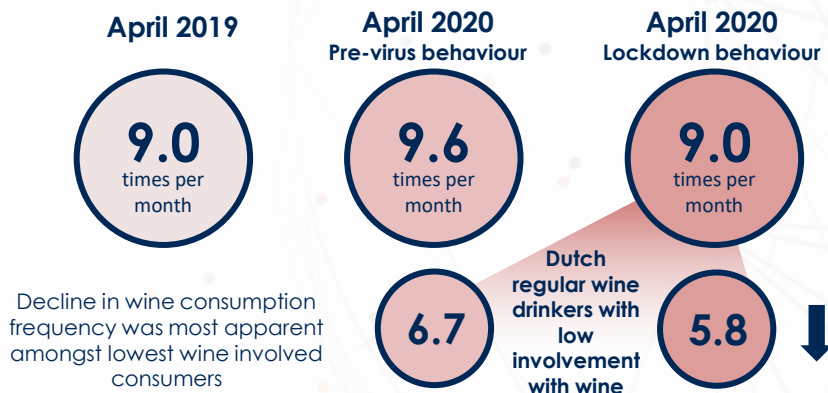
## Issue #1, June 2020



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

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

Regular wine consumption frequency was trending up slightly prior to lockdown, and has now fallen back to April 2019 levels

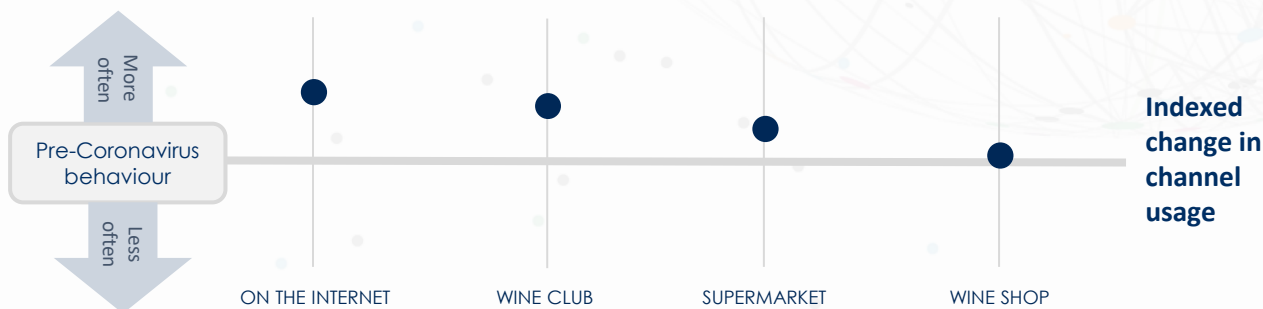


Source: Wine Intelligence Vinitrac® Netherlands, Apr '20 (1st April 2020 – 8th April 2020), n=1,000 Dutch regular wine drinkers

### CHANGE IN CHANNEL USAGE

While the majority of channels have not experienced major changes in wine purchase since the onset of the lockdown, wine clubs and internet channels experienced rises in usage

Indexed change in channel usage due to the impact of Coronavirus



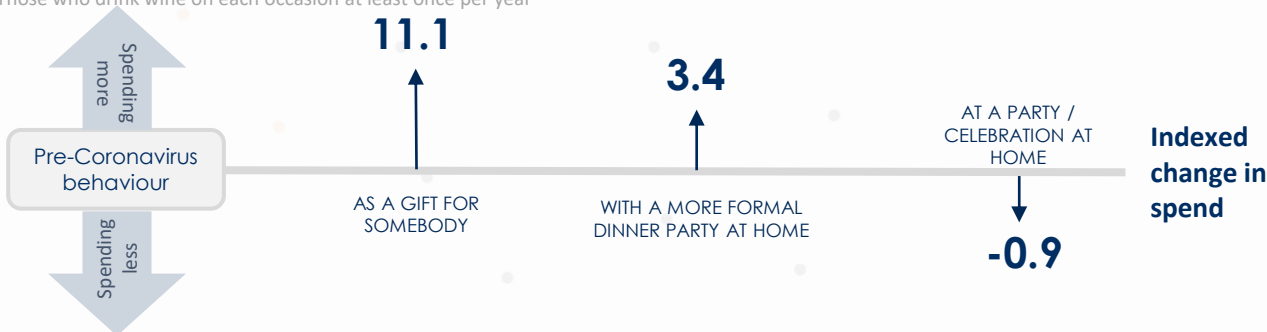
Source: Wine Intelligence Vinitrac® Netherlands, Apr '20 (1st April 2020 – 8th April 2020), n=1,000 Dutch regular wine drinkers

### PER BOTTLE SPEND ON WINE DURING LOCKDOWN

Spend per bottle on wine to drink at home was virtually unchanged by the lockdown

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® Netherlands, Apr '20 (1st April 2020 – 8th April 2020), n=1,000 Dutch 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 Dutch regular wine drinkers (n=1,000)



Source: Wine Intelligence Vinitrac® Netherlands, Apr '20 (1st April 2020 – 8th April 2020), n=1,000 Dutch regular wine drinkers

## ANTICIPATED FUTURE PRIORITIES

Dutch regular wine drinkers look forward to spending less money overall to boost their savings, trying new food and going on holiday once the danger of the virus has passed

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



Source: Wine Intelligence Vinitrac® Netherlands, Apr '20 (1st April 2020 – 8th April 2020), n=1,000 Dutch 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, Germany, Canada

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