

# SWEDEN: COVID-19 IMPACT REPORT

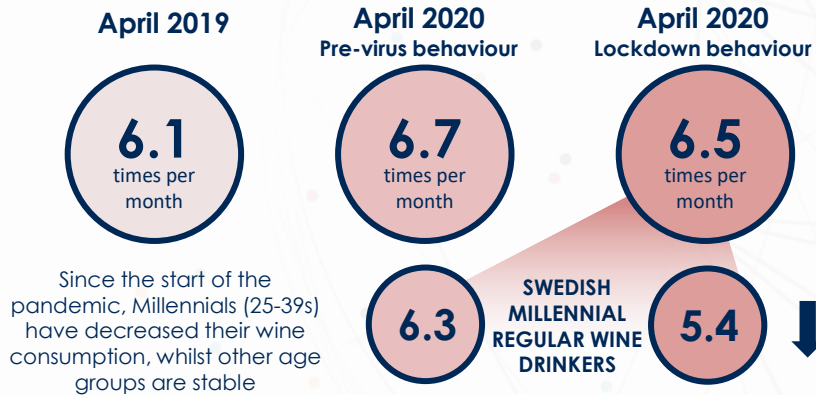
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HOW SWEDISH CONSUMERS' SOCIAL, SHOPPING, DRINKING AND WINE LIVES HAVE AND WILL BE CHANGED

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

Wine consumption frequency in Sweden was increasing prior to the Covid-19 pandemic, and declined slightly during the height of the virus effect



Source: Wine Intelligence Vinitrac® Sweden, Apr'19 and Apr'20 (1st April 2020 – 7th April 2020), n=1,000 Swedish regular wine drinkers

## CHANGE IN CHANNEL USAGE

Online channels have experienced a noticeable increase in usage amongst Swedish regular wine drinkers during the virus

Indexed change in channel usage due to the impact of Coronavirus



Source: Wine Intelligence Vinitrac® Sweden, Apr'20 (1st April 2020 – 7th April 2020), n=1,000 Swedish regular wine drinkers

## PER BOTTLE SPEND ON WINE DURING LOCKDOWN

Very small changes in spend per bottle as a result of the pandemic, with a small increase for 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® Sweden, Apr'20 (1st April 2020 – 7th April 2020), n=1,000 Swedish 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 Swedish regular wine drinkers (n=1,000)



Source: Wine Intelligence Vinitrac® Sweden, Apr'20 (1st April 2020 – 7th April 2020), n=1,000 Swedish regular wine drinkers

## ANTICIPATED FUTURE PRIORITIES

Looking ahead, savings are only a higher priority for Swedish consumers, in addition to holidays abroad and trying out new styles of food

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



Source: Wine Intelligence Vinitrac® Sweden, Apr'20 (1st April 2020 – 7th April 2020), n=1,000 Swedish 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, Japan, Germany, Canada

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