

IRELAND: COVID-19 IMPACT

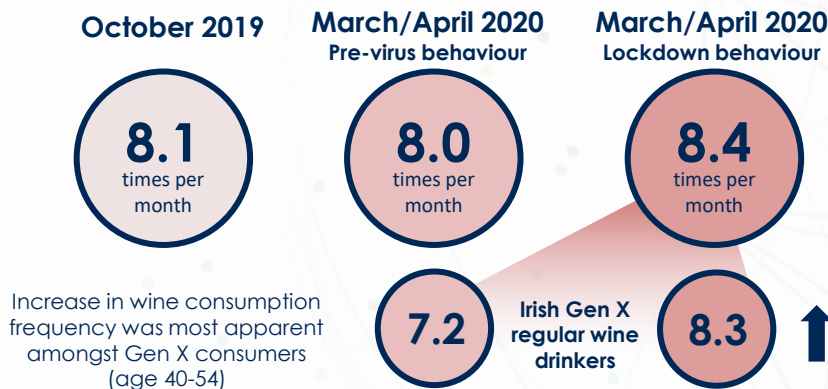
DATA TABLE, July 2020



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

AVERAGE NUMBER OF WINE DRINKING OCCASIONS AMONG IRISH WINE DRINKERS

The frequency of the wine consumption increased during the pandemic in Ireland, mostly driven by Gen X consumers and those who are highly involved with wine



Source: Wine Intelligence Vinitrac® Ireland, March/April 2020 (23rd March 2020 – 6th April 2020), n = 1,000 Irish regular wine drinkers

CHANGE IN CHANNEL USAGE

Whilst consumers are buying less often from independent wine merchants, there was an increase in frequency of purchasing wine online

Indexed change in channel usage due to the impact of Coronavirus



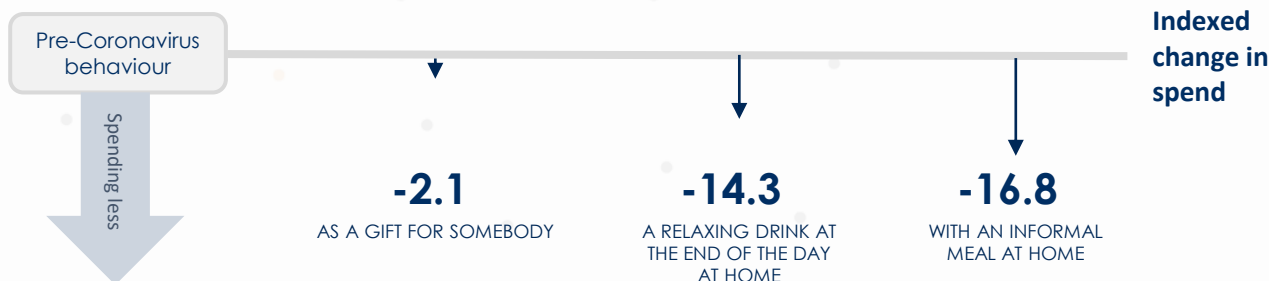
Source: Wine Intelligence Vinitrac® Ireland, March/April 2020 (23rd March 2020 – 6th April 2020), n = 1,000 Irish regular wine drinkers

PER BOTTLE SPEND ON WINE DURING LOCKDOWN

Spend per bottle decreased for all occasions during lockdown, but especially with an informal meal at home

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® Ireland, March/April 2020 (23rd March 2020 – 6th April 2020), n = 1,000 Irish regular wine drinkers

ANTICIPATED FUTURE SOCIALISING POST LOCKDOWN

Irish wine drinkers will continue to go to restaurants, pubs and bars post pandemic, however they remain cautious about other social activities

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



Source: Wine Intelligence Vinitrac® Ireland, March/April 2020 (23rd March 2020 – 6th April 2020), n = 1,000 Irish regular wine drinkers

ANTICIPATED FUTURE PRIORITIES

Irish wine drinkers plan on saving more in the future whilst travelling less for business

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



Source: Wine Intelligence Vinitrac® Ireland, March/April 2020 (23rd March 2020 – 6th April 2020), n = 1,000 Irish regular wine drinkers

ABOUT THE DATA TABLE

Built using data collected in March and April 2020, this data table features insights from 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 MARKETS:

Australia, US, UK, Portugal, France, China, South Korea, Sweden, Japan, Germany, Canada, Netherlands, Hong Kong (data table only)

CONTACT WINE INTELLIGENCE:
reports-shop@wineintelligence.com
www.wineintelligence.com



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Please note Ireland Covid-19 data is only available as a data table

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