OCTOBER 2020 MULTIMARKET REPORT

WINE CONSUMER TRENDS IN THE COVID-19 ERA

AUSTRALIA, CANADA, CHINA, GERMANY, SWEDEN, US & UK

In many key markets, wine continues to be a 'beneficiary' of lockdown and restrictions, with consumers increasingly enjoying wine across a broader range of at-home occasions. Based on our latest set of data, collected in August 2020 amongst regular wine drinkers in a number of key wine markets, 12 key wine consumer trends of the Covid-19 era emerge

- Growth in wine consumption frequency
- Heartland wine drinkers driving growth
- Non-food occasions driving wine growth
- Slow recovery in average bottle spend on wine in off-premise
- E-commerce for wine comes of age
- Shift to wines seen as a safe choice and 'localism'
- Consumers increasingly cautious in their lifestyles
- Large scale events off the agenda
- Travel plans remain on hold
- Consumers becoming more distant from on-premise
- Treat-seeking behavior losing momentum
- US wine market returns to growth

This report analyses insights including:

- Changes in attitudes and behaviours in wine consumption, including purchase frequency, wine occasions, spend by occasion and purchase channels
- Profiling of who is driving changes for each trend
- Wine consumer segmentation based on anticipated future behaviour
- Current feelings about everyday activities and safety measures
- Future priorities and behaviour for spend, travel, lifestyle habits, etc

Insights are reported for each market by:

- Age cohorts (Gen Z, Millennials, Gen Z, Boomers)
- Gender
- Wine involvement

93-page multimarket report

Based on August 2020 data, tracked against March 2019, March 2020 (pre-Covid behaviour) and April 2020

5 credits | 2,500 GBP | 4,800 AUD | 3,300 USD | 2,900 EUR

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EXAMPLES FROM THE REPORT: