

WINE CONSUMPTION IN EUROPE -BEFORE AND DURING THE LOCKDOWN-

ITALY

Data collection

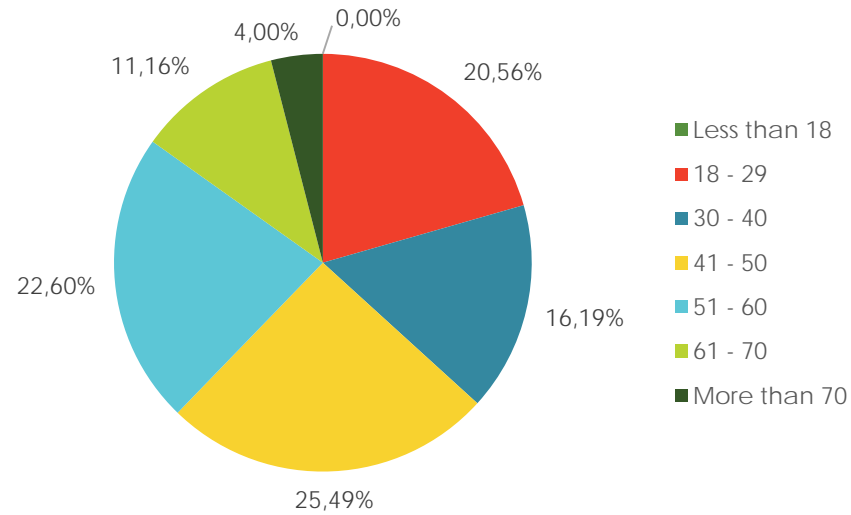
- Random sample: 1075 respondents
- Period of collection: During the COVID-19 lockdown, until 30 April 2020
- Method: online questionnaire

Demographic information: Most respondents are males (58%) aged between 18 and 60 years old (25% 41-50 ; 23% 51-60; 16% 30-40 and 21% 18-29). Almost half of the sample lives in urban areas. The 50% lives comfortably on present income; the 31% is employed on administration and services sector. Almost a half of the respondents is part of a household composed by 2 adults and no children.

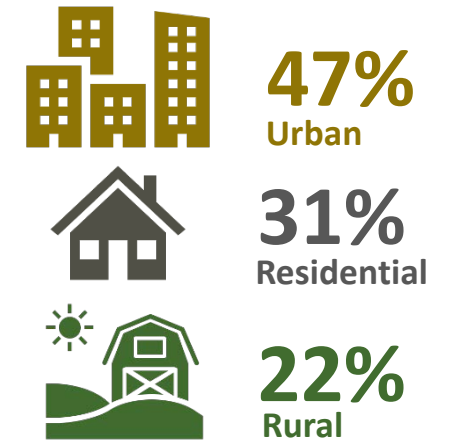
Q22. GENDER



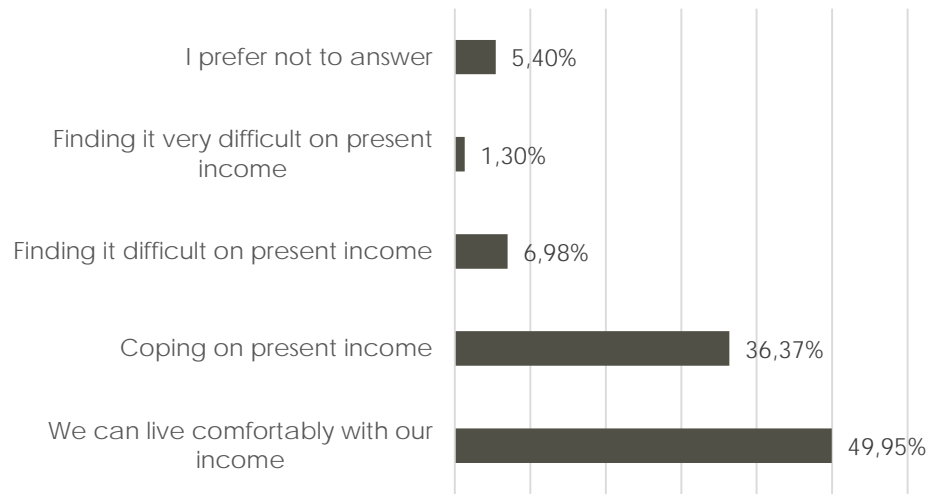
Q23. RESPONDENTS' AGE



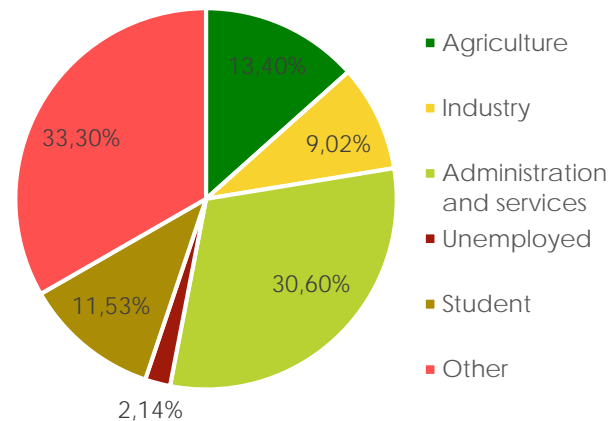
Q24. PLACE OF RESIDENCE



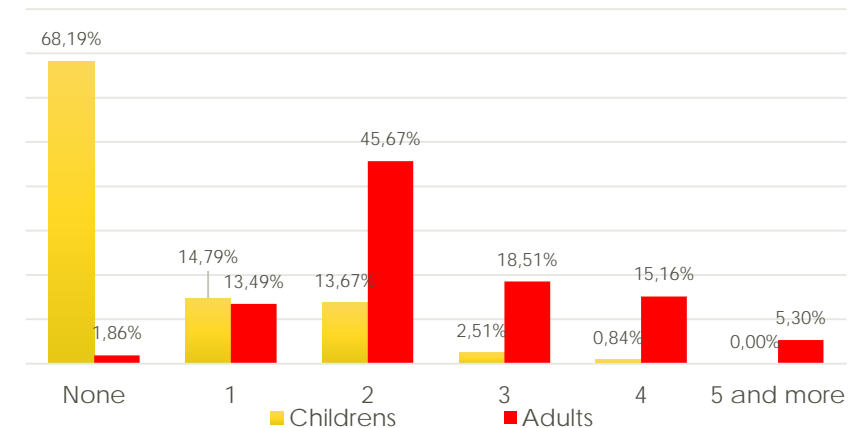
Q25. HOUSEHOLD INCOME



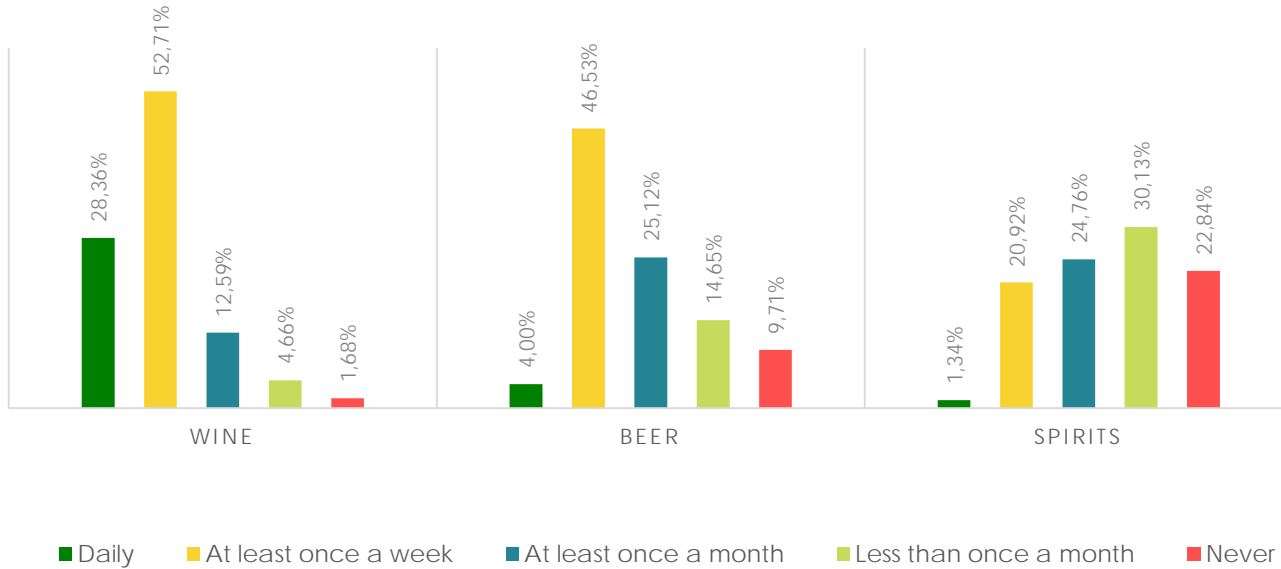
Q26. IN WHICH SECTOR DO YOU WORK?



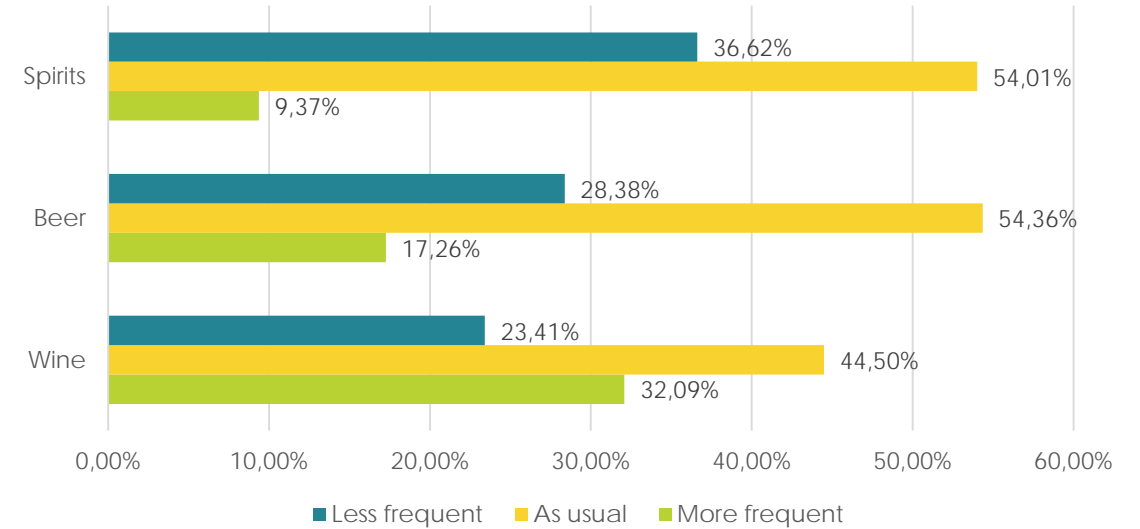
Q27 E Q28. HOW MANY ADULTS AND CHILDRENS CURRENTLY LIVE WITH YOU IN YOUR HOUSHOLD?



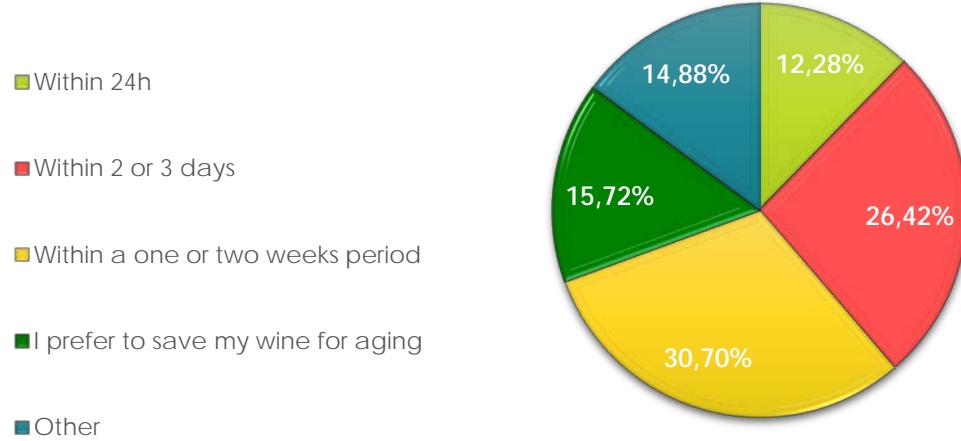
Q1. CONSUMPTION PATTERN BEFORE THE LOCKDOWN



Q2. CONSUMPTION PATTERN DURING THE LOCKDOWN



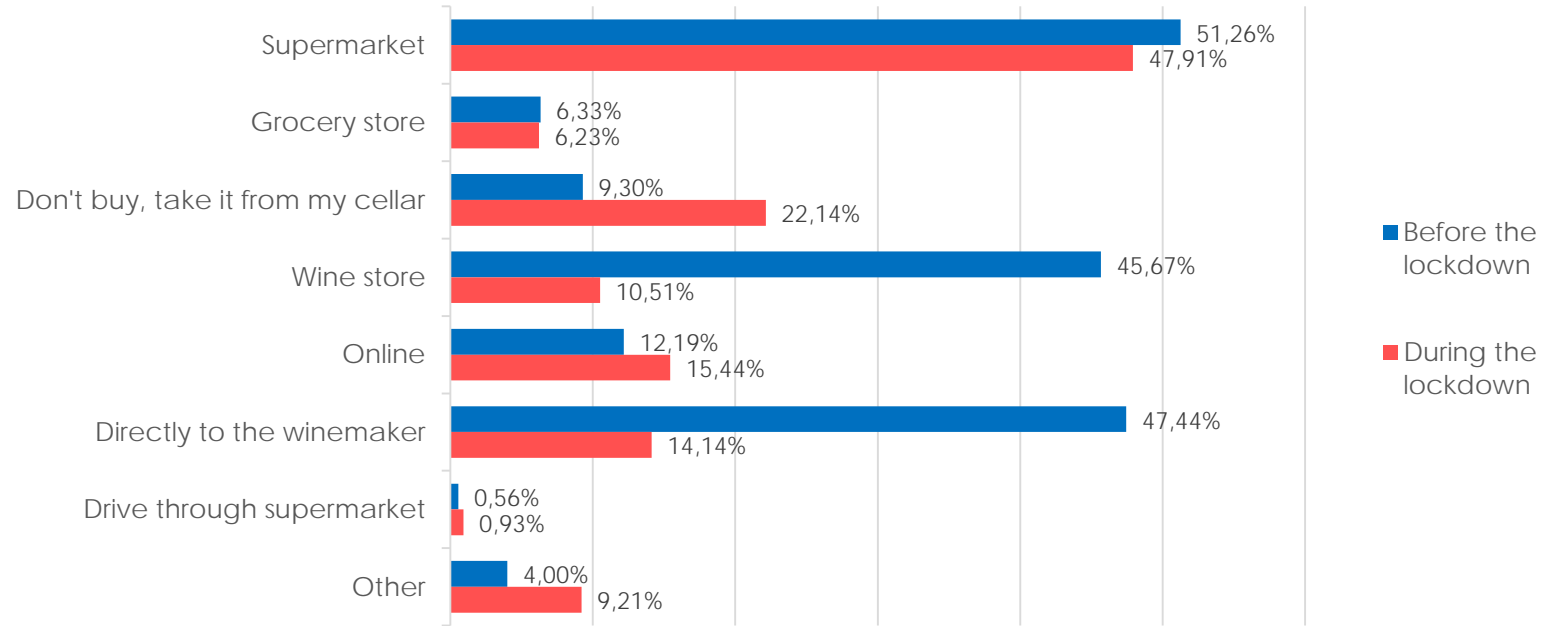
Q3. WINE CONSUMPTION AFTER THE BOTTLE PURCHASE



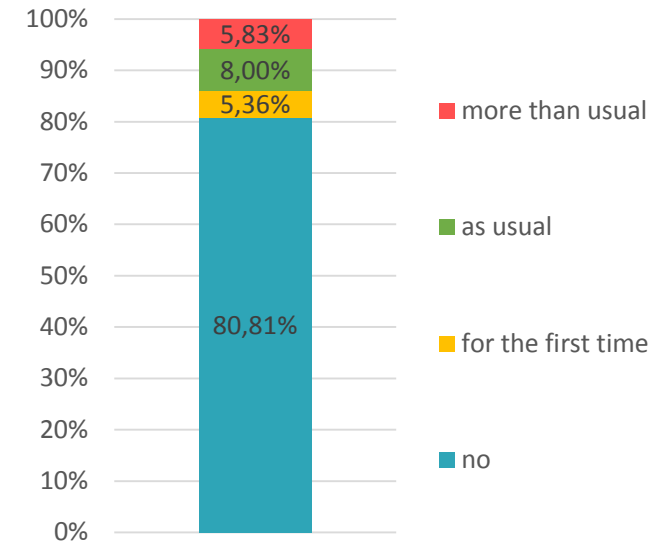
SINCE THE BEGINNING OF THE LOCKDOWN

- The majority of the respondents did not change the consumption frequency of alcoholic beverages.
- Wine recorded the highest share of people who increased the frequency of consumption during the lockdown (32.1%), compared to beer (17.3%) and spirits (9.4%).
- Wine is the only alcoholic beverage for which the share of people who increased its consumption while in quarantine is higher than that of people who reduced it.
- On average, a bottle of wine is opened either within one or two weeks (30.7%) or within 2-3 days (26.4%).

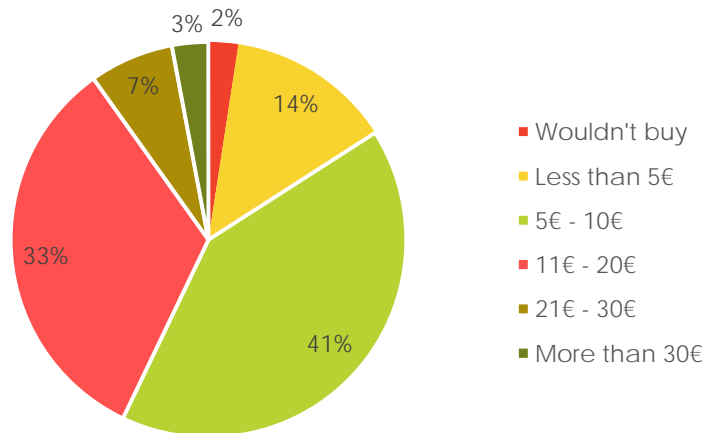
Q4 E Q6. PLACE OF PURCHASE OF WINE BEFORE AND DURING THE LOCKDOWN



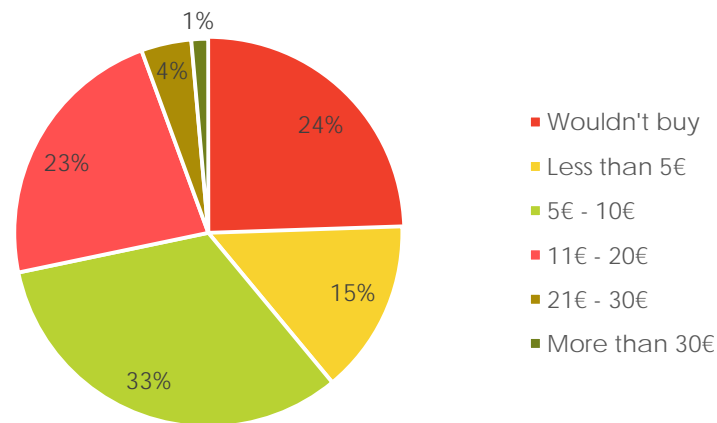
Q7. Online wine purchase, during the lockdown



Q5. AVERAGE SPENDING PER BOTTLE OF WINE BEFORE THE LOCKDOWN



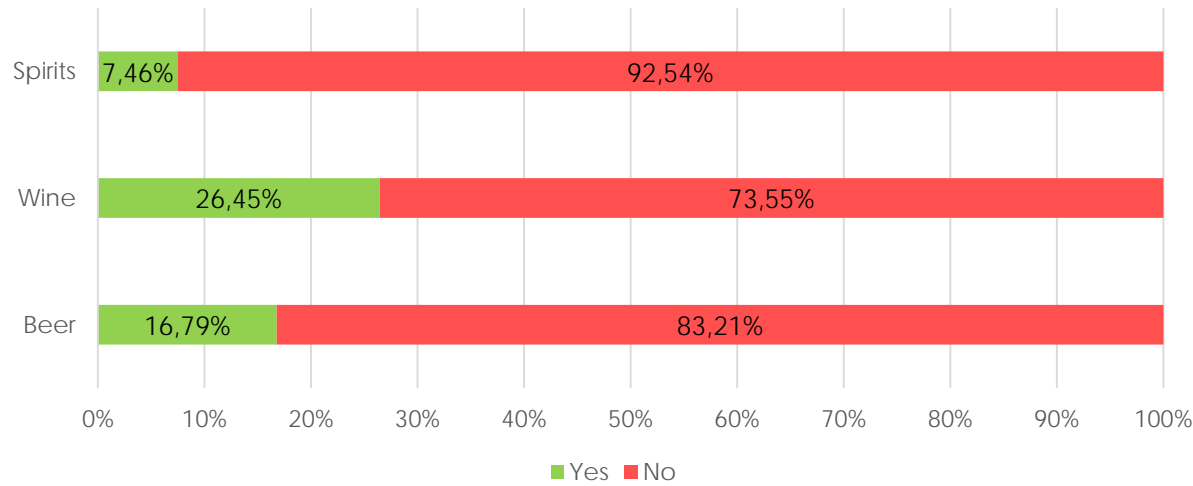
Q8. AVERAGE SPENDING PER BOTTLE OF WINE DURING THE LOCKDOWN



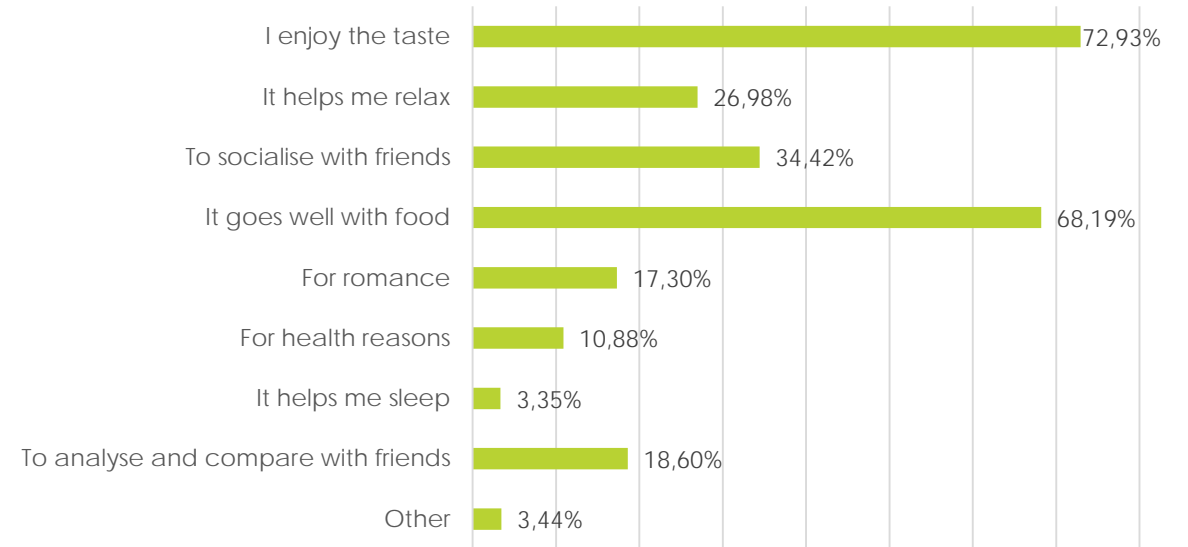
DURING THE LOCKDOWN

- The majority of respondents still purchases wine at the supermarket (47.9%), while wine purchases reduced for almost all the other sales channels.
- Online wine purchases have slightly increased during the lockdown (+3.2%)
- A higher share of respondents consumed wine from their personal stock/cellar (+12.8%), avoiding to purchase it.
- 22% of the sample stopped buying wine

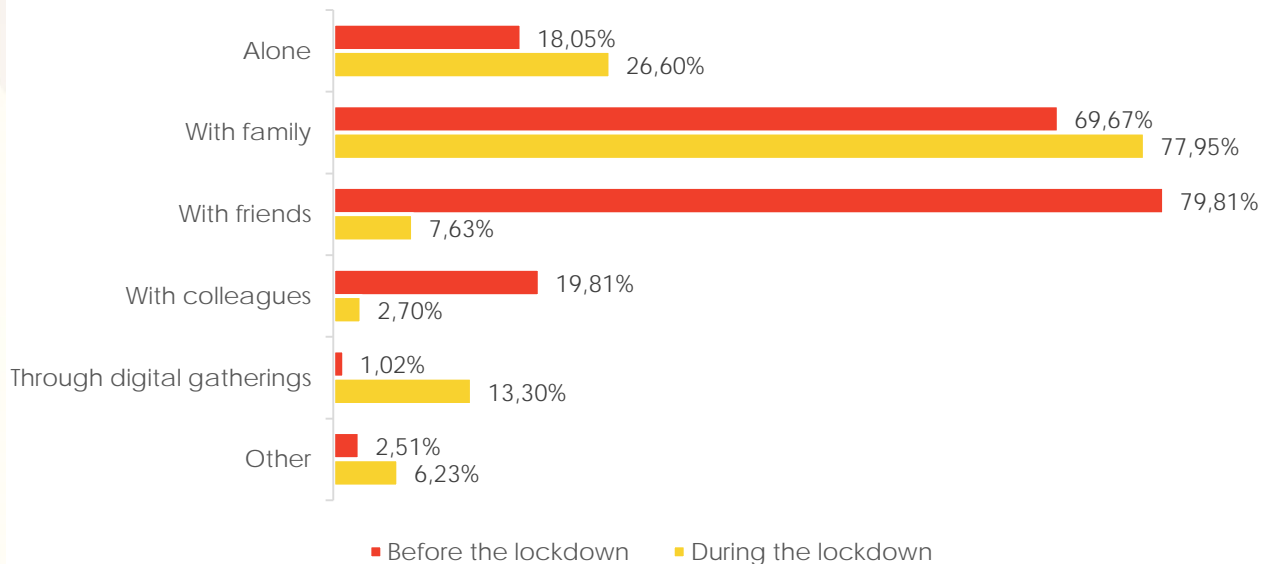
Q9. SPENDING INCREASE ON ALCOHOLIC BEVERAGES PURCHASES DURING THE LOCKDOWN



Q12. REASONS TO CONSUME WINE



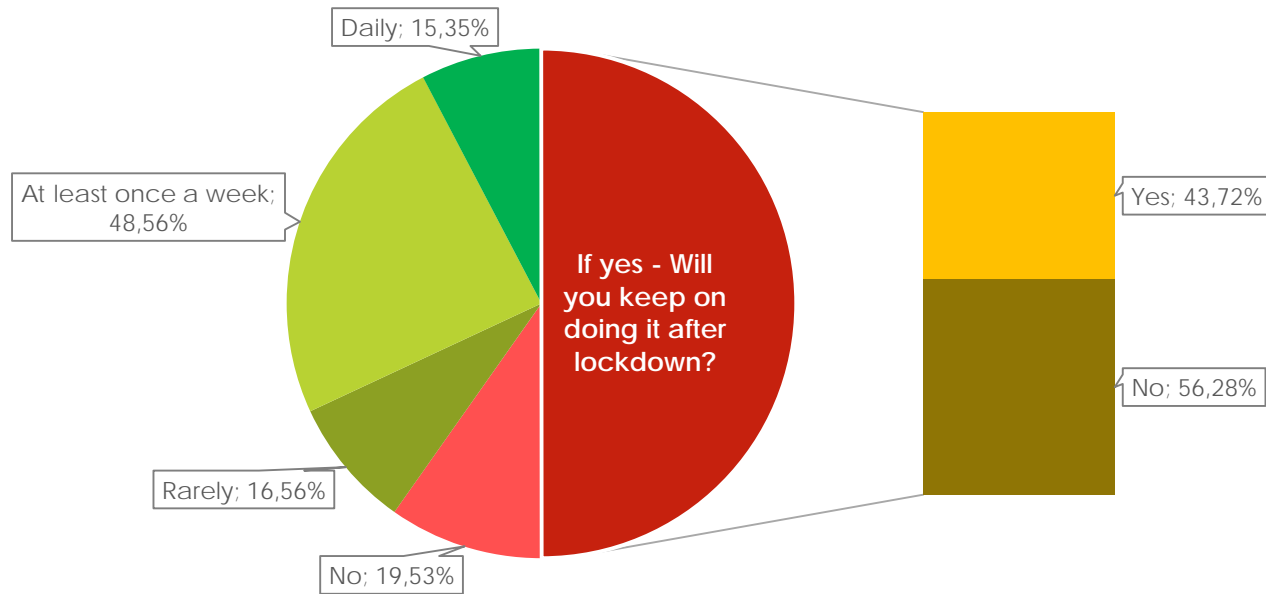
Q10 E Q11. WINE CONSUMPTION HABITS BEFORE AND DURING THE LOCKDOWN



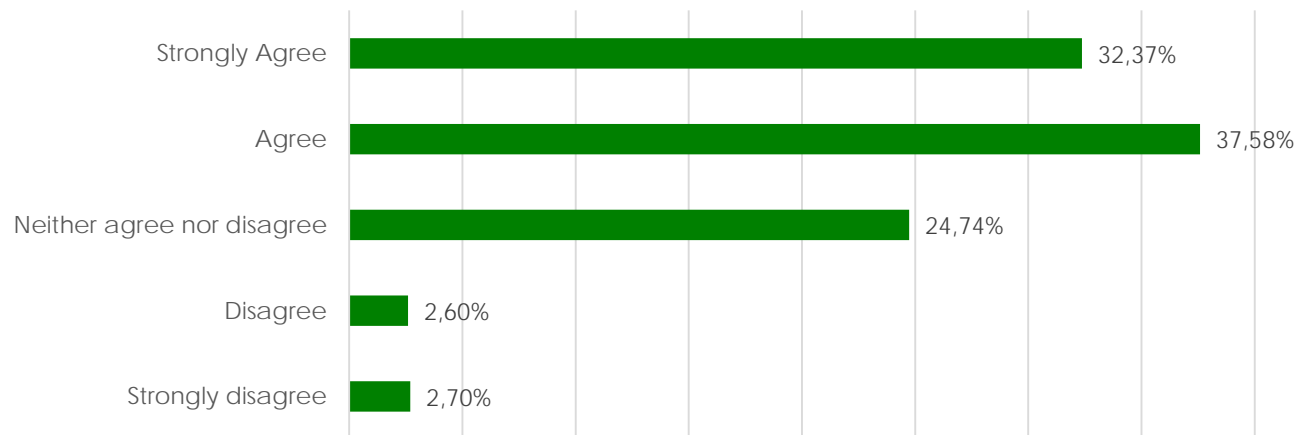
DURING THE LOCKDOWN

- In general, the expenditure on alcoholic beverages has not changed.
- Wine though recorded the highest share of respondents who is spending more than before the lockdown (26.4%), followed by beer (16.8%).
- Wine is mostly consumed because of its pleasant flavour (72.9%) and as paired food (68.2%). Socialization is also a strong motivation (34.4%).
- Respondents mostly consume wine with family members (78%) or alone (26.6%) while consumption with friends and colleagues dropped.
- Online meetings become a consumption occasion for wine, albeit to a limited extent (13.3%)

Q13. DIGIYAL MEETINGS TO HAVE A DRINK WITH FAMILY OR FRIENDS DURING THE LOCKDOWN



Q18. SINCE THE LOCKDOWN I FEEL I SHOULD PURCHASE MORE LOCAL WINE TO SUPPORT MY NATIONAL ECONOMY



Q15. I HAVE A WINE APP ON MY SMARTPHONE



Q16. SINCE THE BEGINNING OF THE LOCKDOWN, I HAVE IMPROVED MY KNOWLEDGE ON WINE THROUGH ONLINE CONTENT ON THE TOPIC



Q17. SINCE THE BEGINNING OF THE LOCKDOWN, I RECEIVED DIRECT OFFERS AND/OR SEEN POSTS ON SOCIAL MEDIA FROM WINEMAKERS TO BUY THEIR WINE ONLINE



DURING THE LOCKDOWN

- Over the 80% of the respondents organized online meetings to have a drink with friends and family.
 - The 44% would continue to do it after the end of the lockdown.
- Most of the respondent (70%) agrees or strongly agrees to purchase more local wine to support the national economy.

SOCIAL CONNECTEDNESS, FEELINGS AND UNCERTAINTY

■ Strongly Agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

