

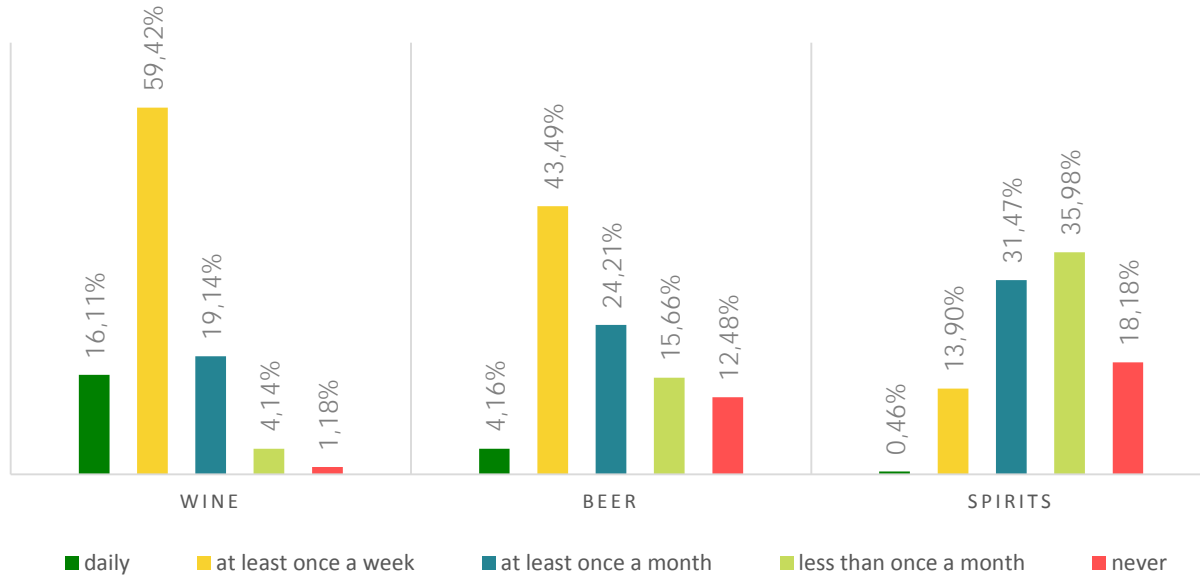


WINE CONSUMPTION IN EUROPE -BEFORE AND DURING THE LOCKDOWN- FRANCE

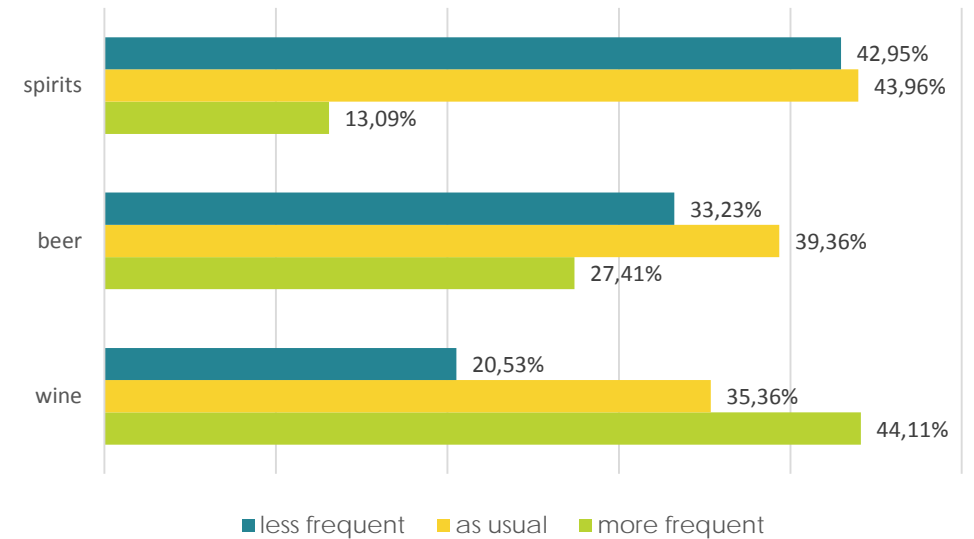
Data collection

- Random sample: 1,355 respondents
- Period of collection: During the COVID-19 lockdown, until 30 April 2020
- Method: online questionnaire

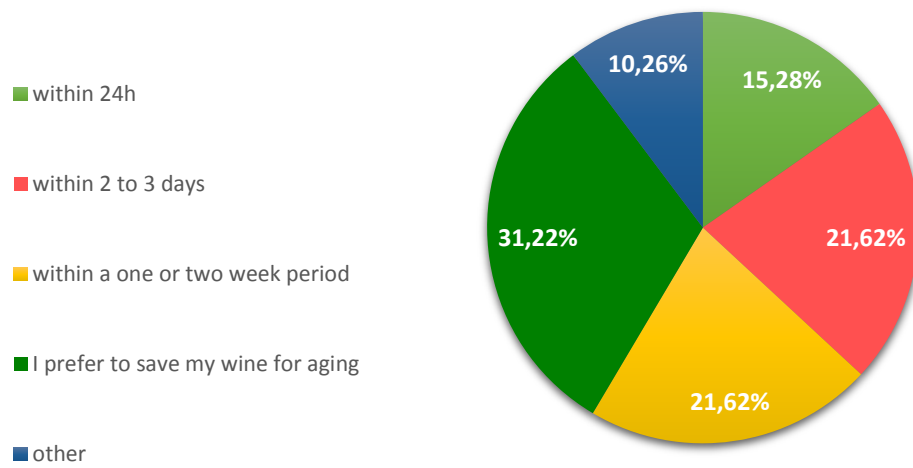
Q1. Consumption pattern before the lockdown



Q2. Consumption pattern during the lockdown



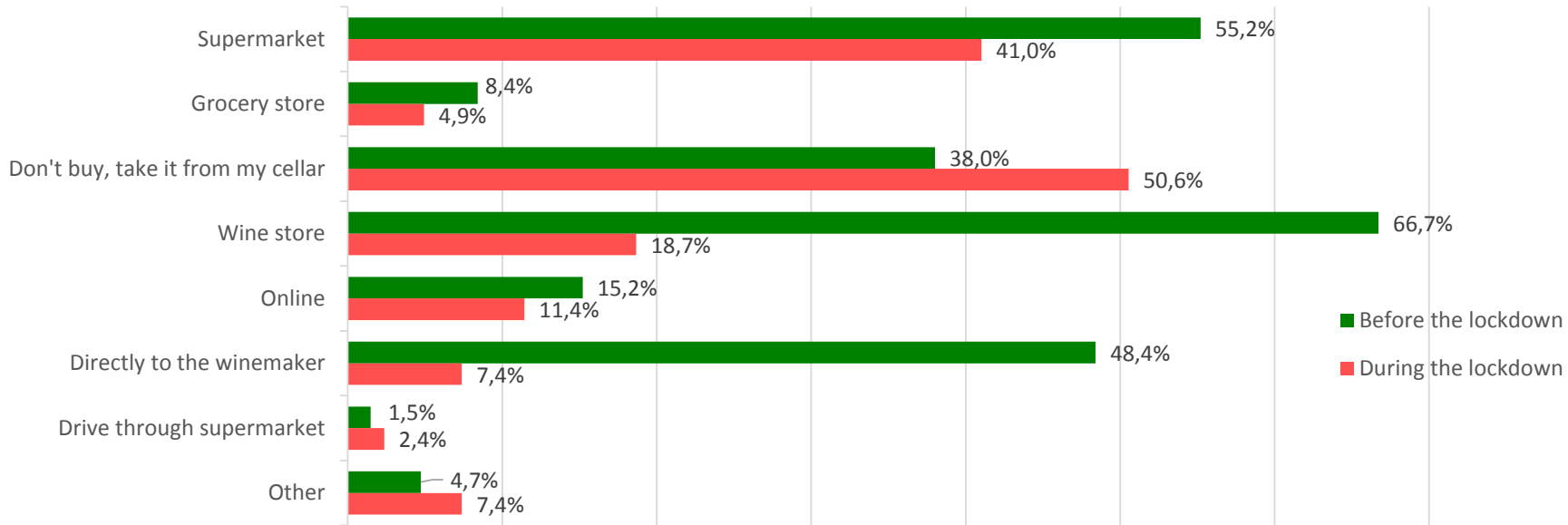
Q3. Wine consumption after the bottle purchase



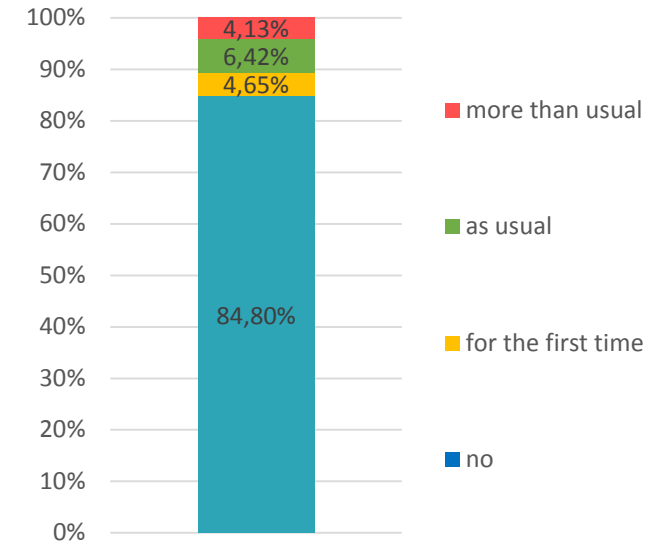
Since the beginning of the lockdown

- Almost 44% of respondents state to drink wine more frequently than before
- Beer and spirits consumption increased with a lesser extent
- A bottle of wine is saved for aging for 31% of respondents, followed by the opened within one or two weeks or within 2 to 3 days for 22% of sample

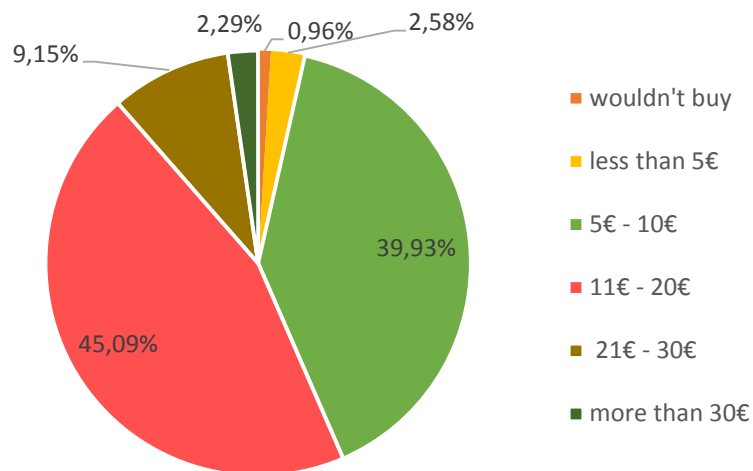
Q4e6. Place of purchase of wine before and during the lockdown



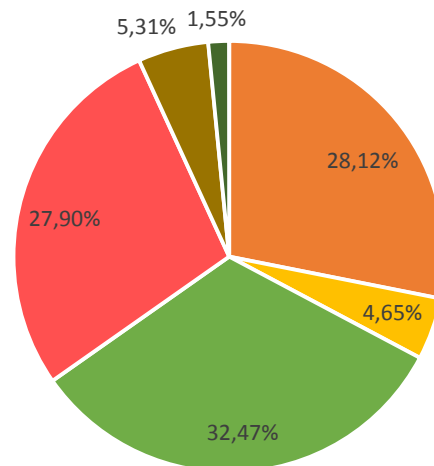
Q.7 Online wine purchase, during the lockdown



Q5. Average spending per bottle of wine, before the lockdown



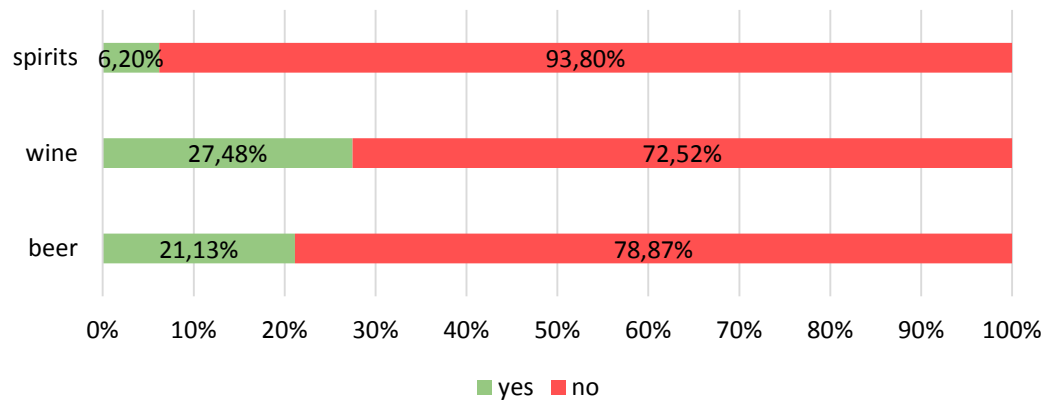
Q8. Average spending per bottle of wine, during the lockdown



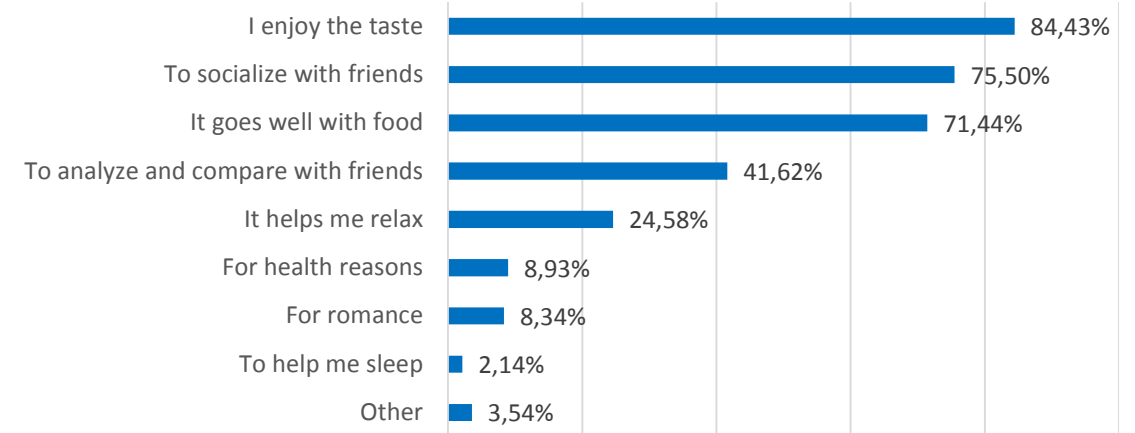
During the lockdown

- Physical wine purchases decreased, with individuals using their own stocks
- The number of people who did not buy wine increased
- In general, the average willingness to pay per bottle of wine decreased

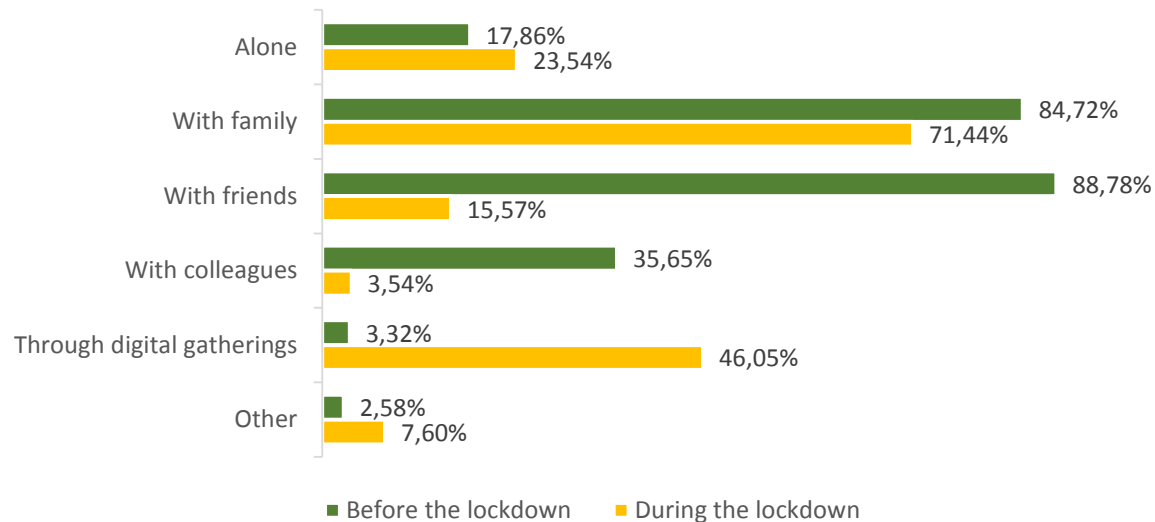
Q9. Spending increase on beverage purchases during the lockdown



Q12. Reasons to consume wine



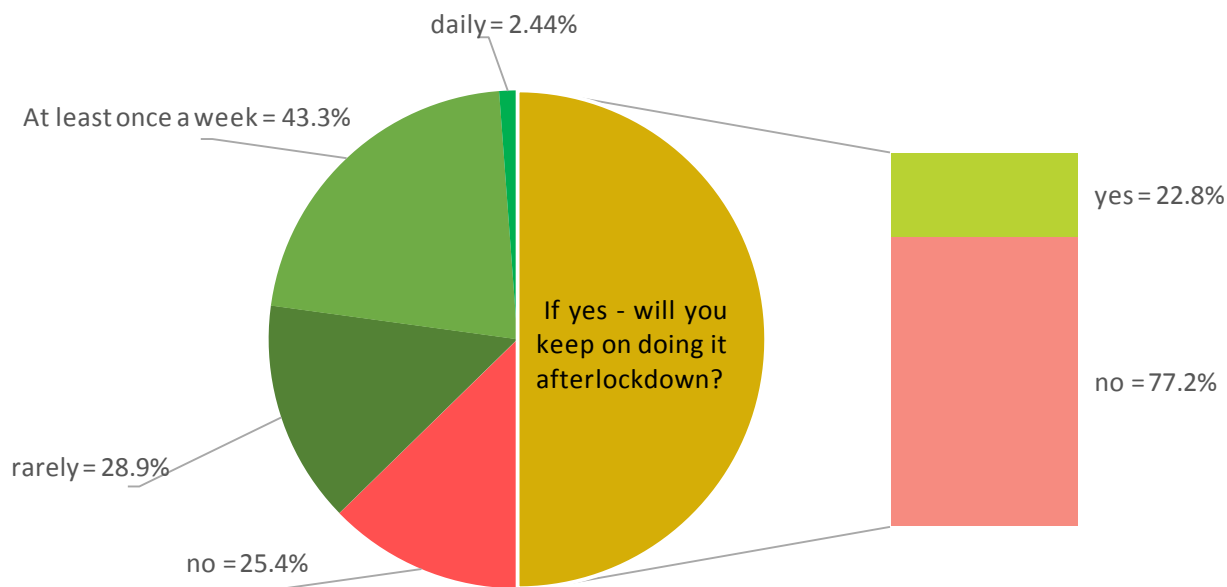
Q10e11. Wine consumption before and during the lockdown



During the lockdown

- The spent on alcoholic beverages did not increase:
 - Spirits: for 94% of the sample
 - Beer: for 79% of the sample
 - Wine: the beverage with the highest number of people (28%) that increased wine expenses during the lockdown
- Wine consumption decreased in a social sphere, contrasting with consumption through digital gatherings and alone

Q13. Digital meetings to have a drink with family or friends during the lockdown



Q15. Have a wine app on the smartphone: yes



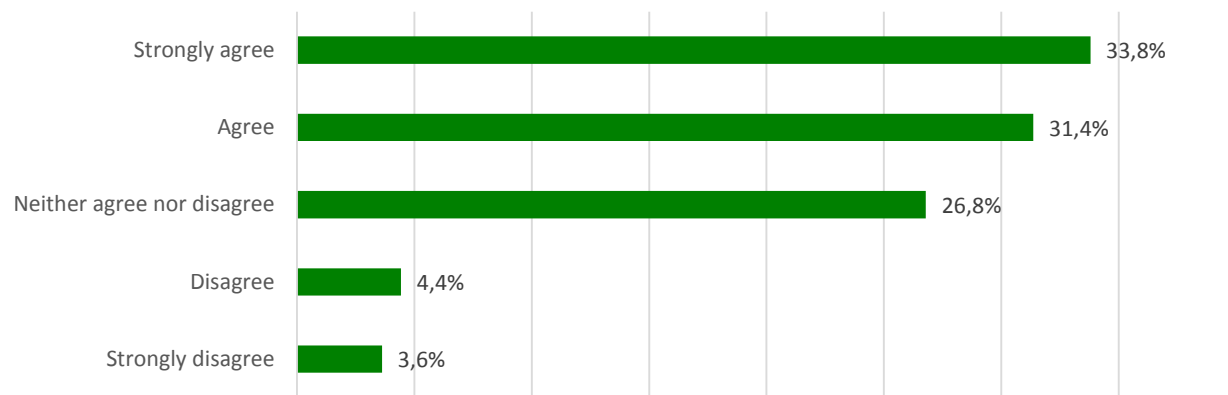
Q16. Since the beginning of the lockdown, you have improved your knowledge on wine through online content on the topic : yes



Q17. Since the beginning of the lockdown, you receive direct offers and/or seen posts on social media from winemakers to buy their wine online : yes



Q18. Since lockdown I feel I should purchase more local wine to support my national economy

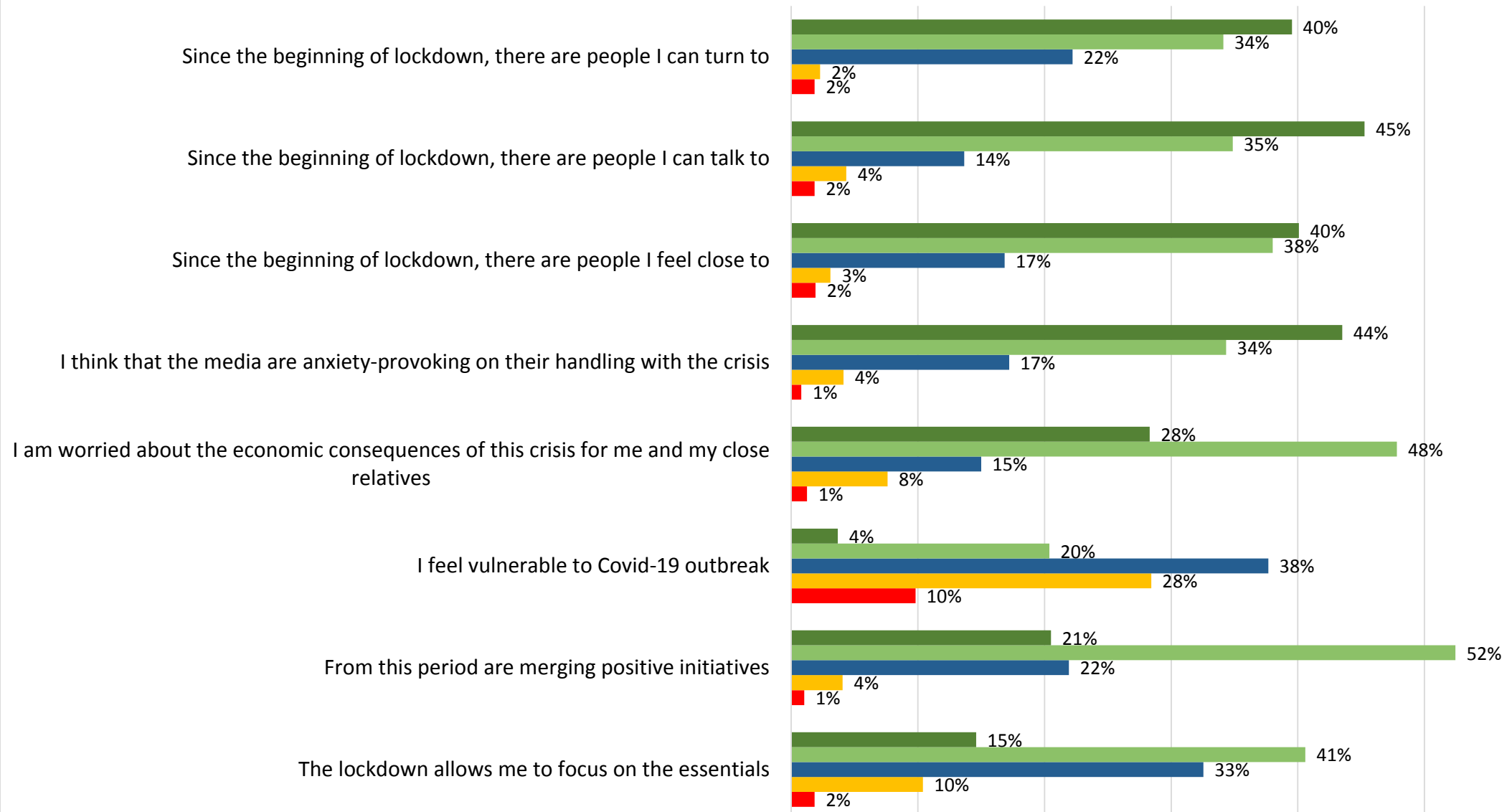


During the lockdown

- 75% of people has organized digital meetings to drink with family or friends
 - Only 23% of them will continue after the lockdown
- 65% agree or strongly agree in purchasing local wine to support the national economy

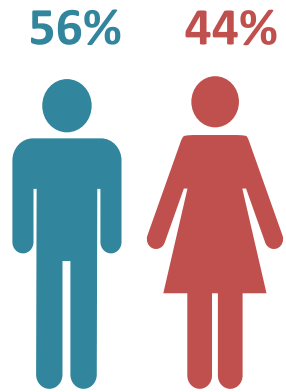
Degree of concordance with relational connectedness, feelings and insecurity statements

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

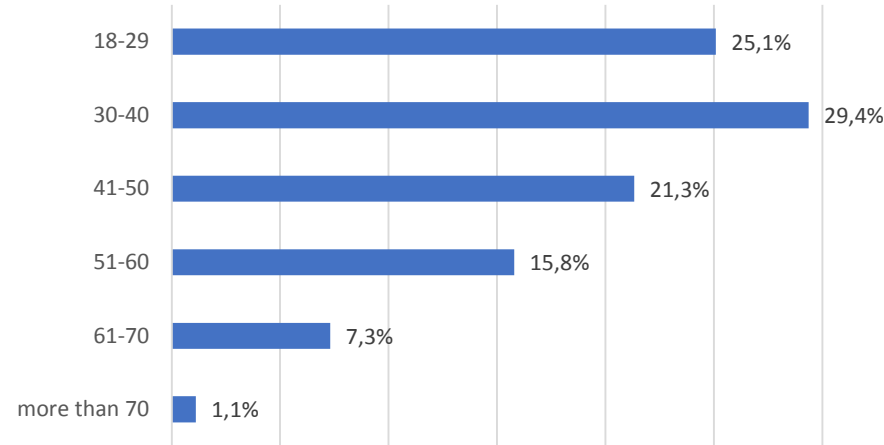


Demographic information: 56% of respondents are male; 54% of the sample is 40 years old or less; more than half of the sample lives in urban areas; 70% states to live comfortably with their income; 63% works on administration and services sector; more than half of households is composed by 2 adults with no children.

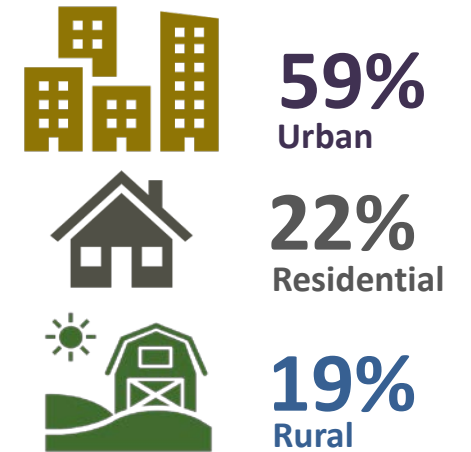
Q22. Gender



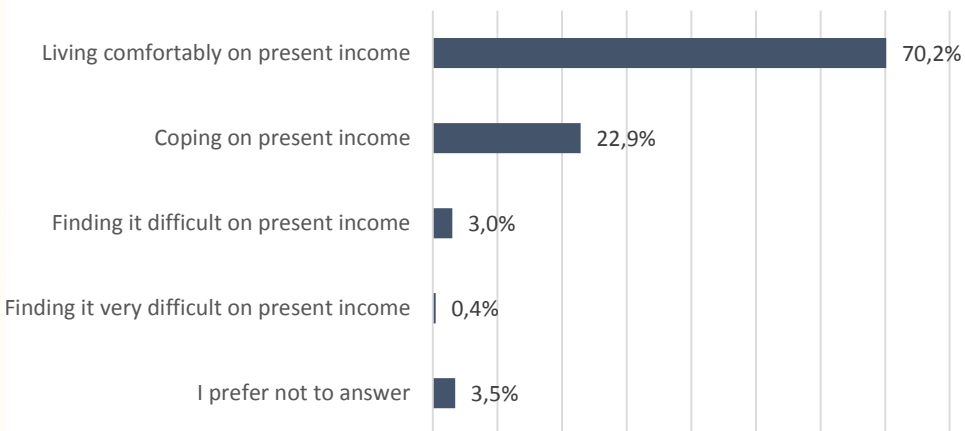
Q23. Age



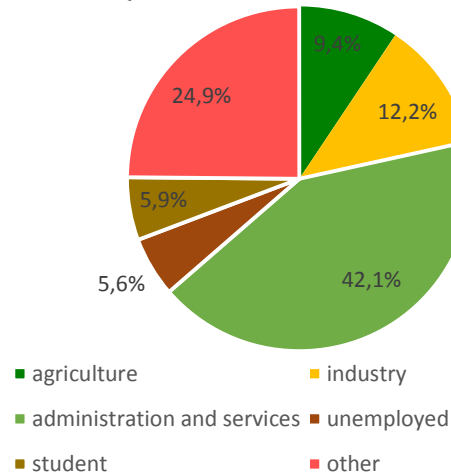
Q24. Place of residence



Q25. Household income



Q26. Dedication sector



Q27,28. Number of children and adults in the household

