

Consumer Solutions_ Consumer wine habits before, during and after Covid-19

Full Survey report details

Offers data-driven insights to include in your post Covid-19 wine strategy.



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Full Survey report details

Key questions answered:

- How will consumers' wine purchase and consumption behaviour change as a result of Covid-19?
- What to include in a virtual wine experience*

*Based on an Augmented Reality concept wine innovation

Attributes measured (before & intended):

- Expenditure/bottle
- Purchase channel (retail vs online retail vs online direct)
- Consumption frequency
- Number of units per purchase (individual vs bulk)
- Brand loyalty vs willingness to experiment with unfamiliar wine

Measured on 4-point and 7-point scales.

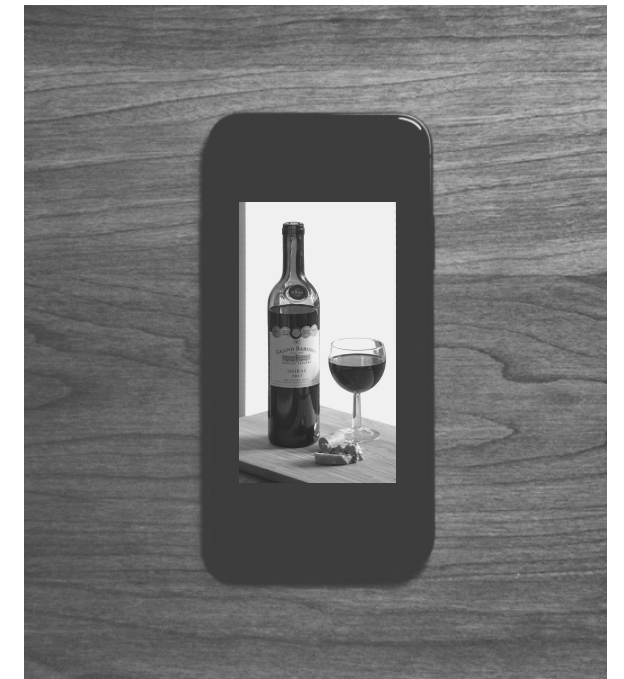
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Full Survey report details

Wine Innovation concept testing: What to include in a virtual wine experience?

Virtual wine experience

- Likability
- Most important information to include
- Consumer willingness to pay a premium
- Does a virtual wine experience give a competitive advantage?
- Suggested time length
- Consumer Profiling



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Method and Sample

A total of **2 774** South African wine consumers participated in an online survey by Consumer Solutions from 1-9 May 2020.

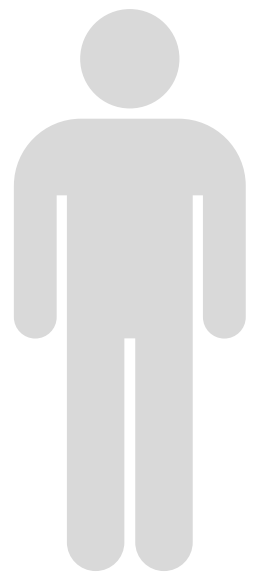
All respondents were pre-screened and included on criteria:

- SA citizens
- 18 years+
- Purchased and consumed wine after January 2020
- Don't work in the wine industry

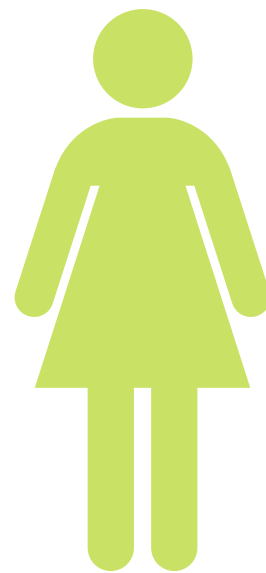
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Sample

GENDER



29%



71%

AGE

Average = 36.3 years

Range: 18-80

<35	53.27%
35-55	36.85%
>55	9.89%

PROVINCE



Gauteng	38.76%
Western Cape	35.47%
KwaZulu-Natal	11.55%
Other combined	14.22%

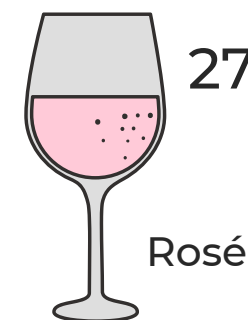
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Sample

WINE STYLE PREFERENCE*

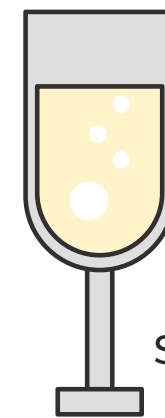
*Select all that apply

Red wine (78.26%) was the most preferred amongst the sample, followed by white wine and Sparkling/MCC with 27.25% that preferred Rosé.



27.25%

Rosé



39.47%

Sparkling / MCC



54.51%

White



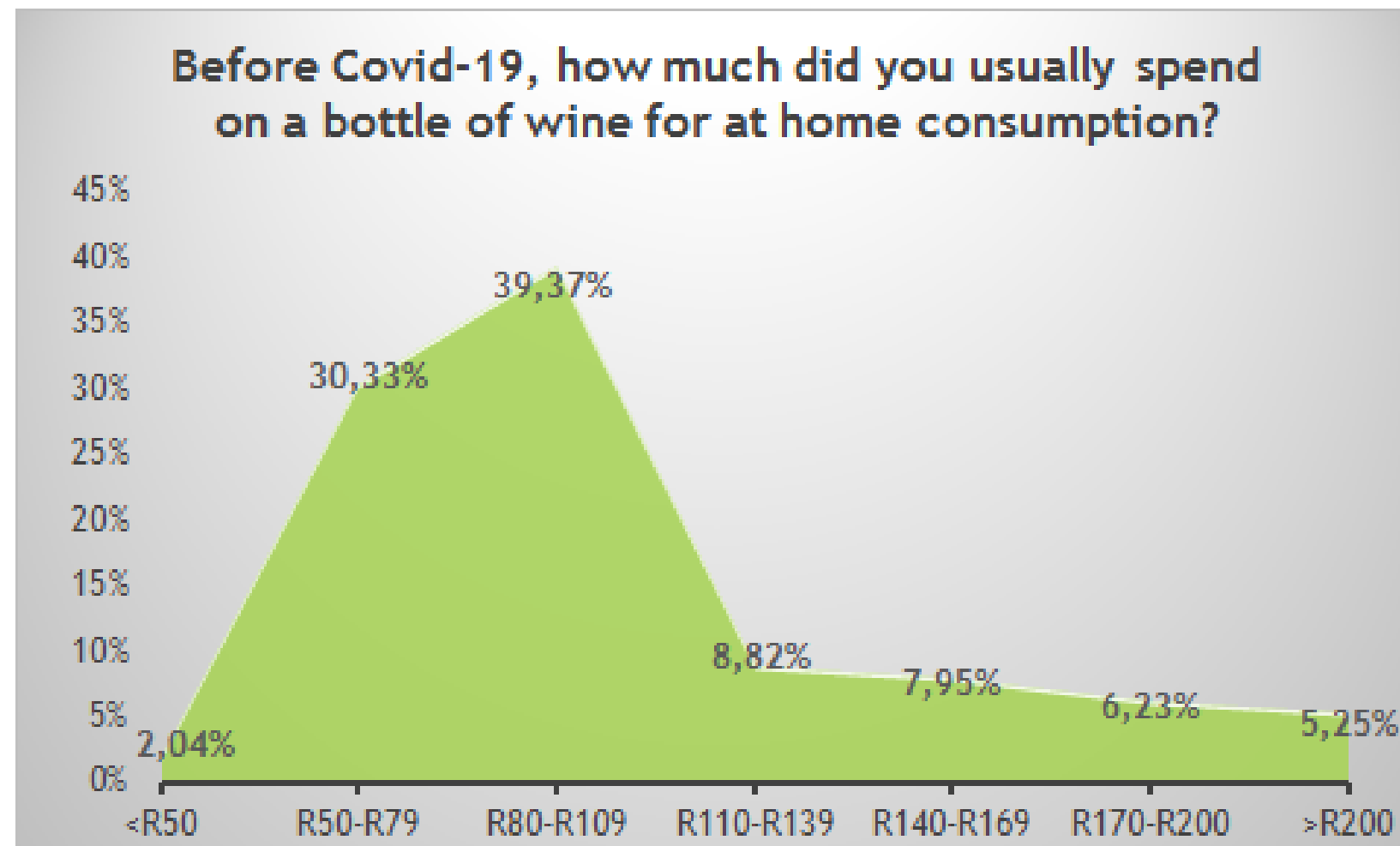
78.26%

Red

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Sample

SPEND/BOTTLE FOR HOME CONSUMPTION



Prior to the pandemic, the majority of the sample spent between R 50 - R 109 per bottle of wine for home consumption. Almost 20% indicated to spend R 140 or more per bottle for at home consumption.



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Pricing

Option 1

How will consumers' wine purchase and consumption behaviour change as a result of Covid-19?

R 10 000

Option 2

What to include in a virtual wine experience?

R 9 500

Click to
Order

Option 3

All-inclusive

R 18 500

*All reports include a sample description, executive summary and data interpretation.

*Reports are easy to use and navigate.

*Customised options, e.g. profiling of segments such as Gauteng-only as well as consultation to integrate data into your strategy are available on request.



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Add-ons

Direct-to-the-Consumer marketing / Research / Concept or label testing

- > Consumer Solutions has a pre-screened panel of traceable wine drinkers.
- > 2800+ wine consumers across SA.
- > Segmented according to wine preference, demographics & spend/bottle.
- > 800 individuals that belong to social wine clubs.

For more information, visit www.consumersolutions.co.za

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