

Consumer Solutions_ How did SA wine drinkers survive lockdown?



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How did SA wine drinkers survive lockdown?

Wine purchasing

Wine consumption

Wine Online

Full report details

Method and sample

This report is based on data collected from a sample of 2 774 South African wine drinkers about wine purchase and consumption habits before, during and after (intended) Covid-19.

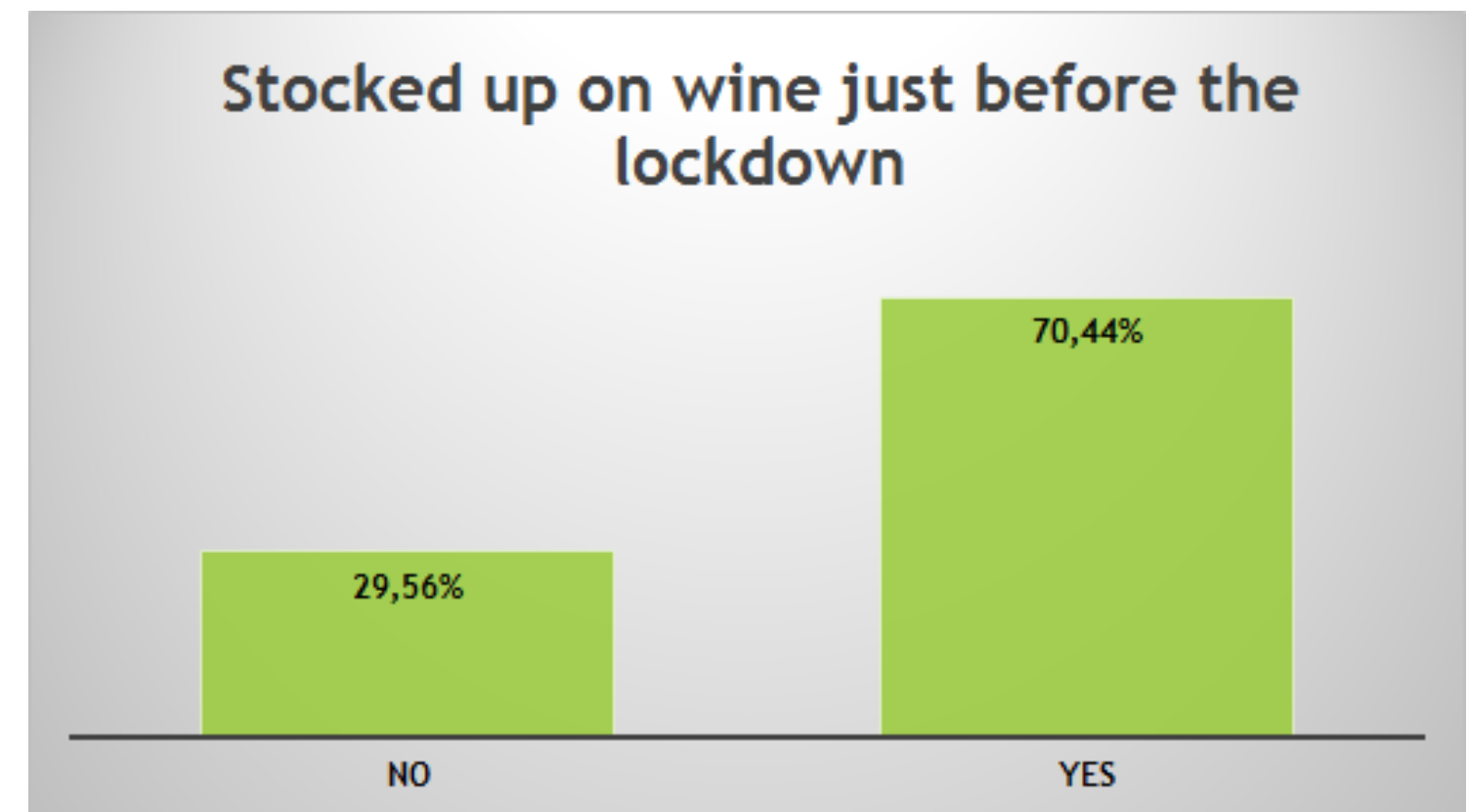


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How did SA wine drinkers survive lockdown?

Wine purchasing

Prior to lockdown, the majority (70.44%) of wine drinkers stocked up on wine.



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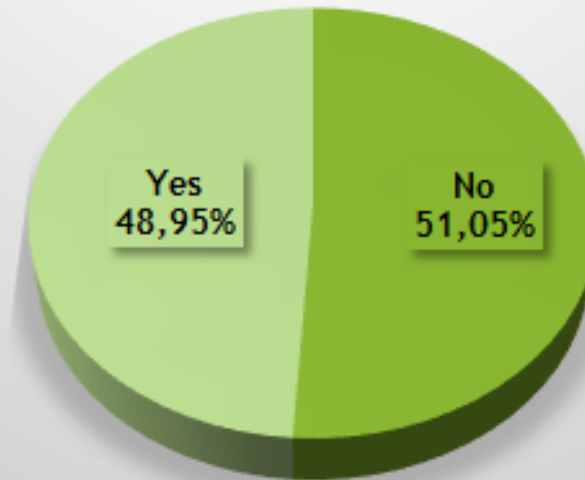
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Wine consumption

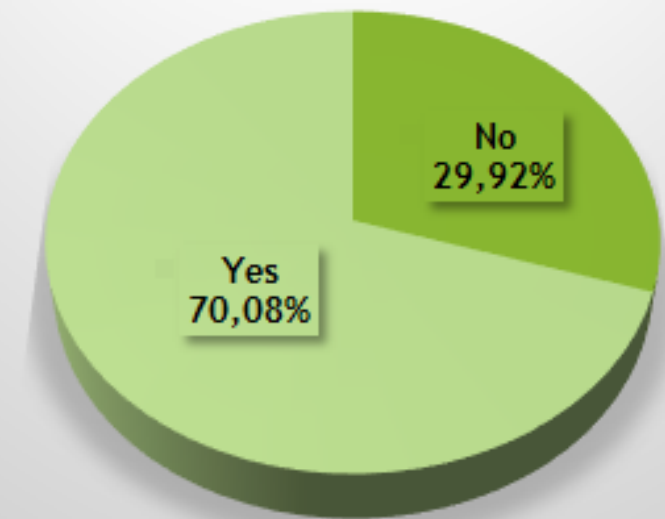
Nobody expected the sales ban on alcohol to last months in South Africa.

Almost half of the wine drinkers consumed more wine during the first two weeks of the lockdown than their usual average wine consumption. In the first week of May 2020, 70% already reported that they did not have enough wine for the duration of the lockdown.

Consumed more wine during the first two weeks of lockdown than usually



Did not have enough wine for the duration of the lockdown



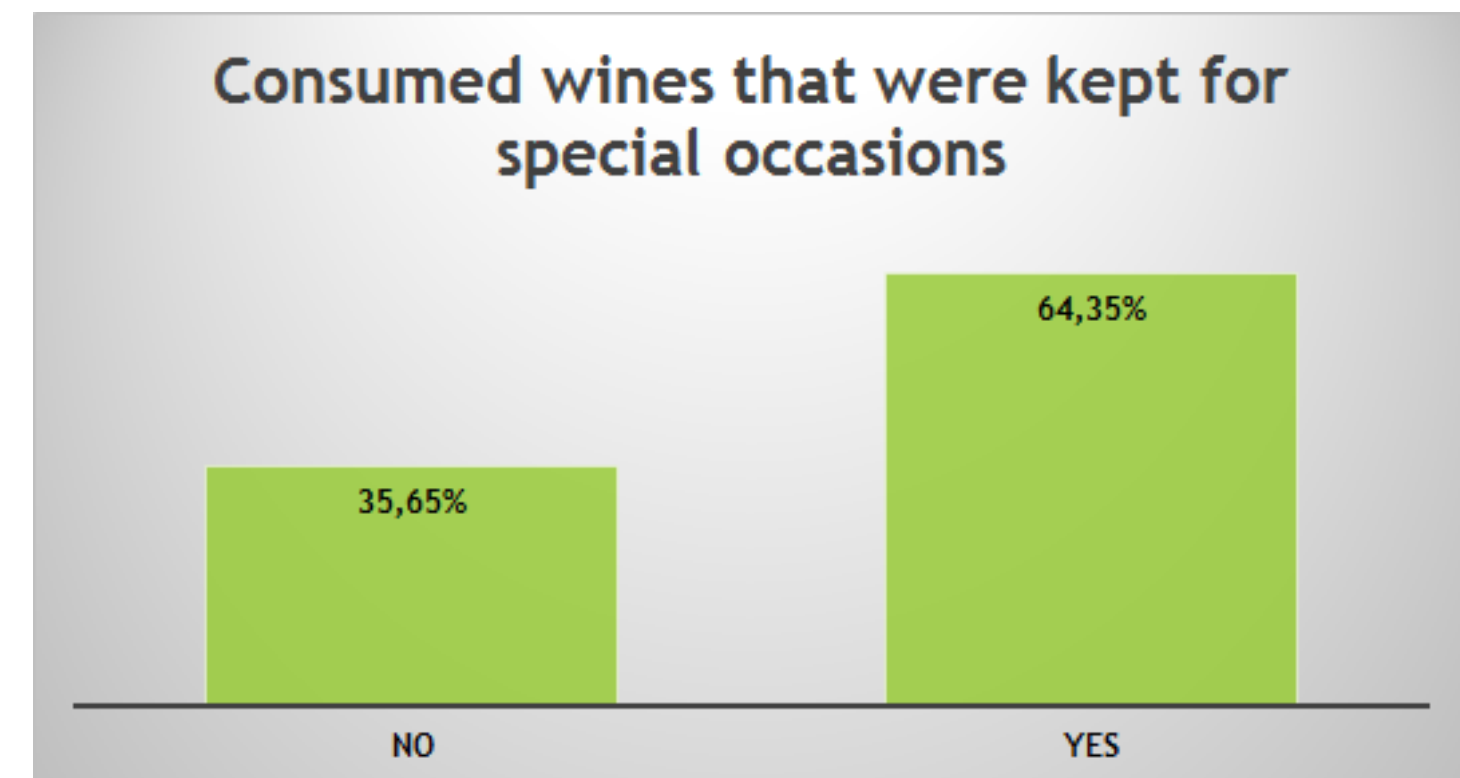
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Wine consumption

Consumption of wines kept for special occasions

The lockdown period will be one remembered for drinking fine wines. Wines, reserved for special occasions, were savoured by 64.35% of the wine drinkers.



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Wine Online

After lockdown, it is expected that online wine buying become more popular. During lockdown, 20.76% of the wine drinkers ordered wine online to be delivered after lockdown.

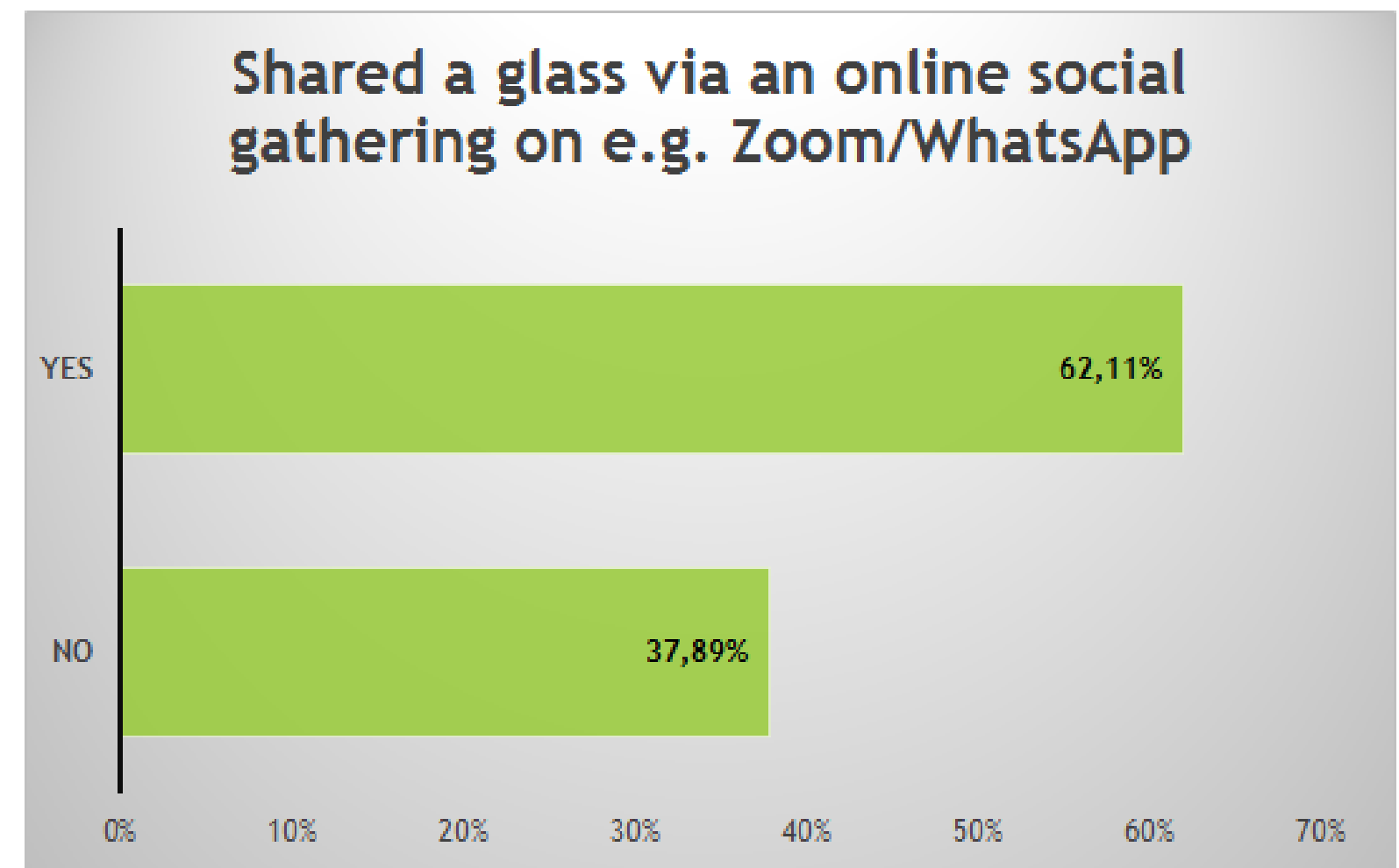


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Wine Online

During lockdown, the majority of the wine drinkers (62.11%) reported to have socialised online sharing a glass of wine with friends/family.

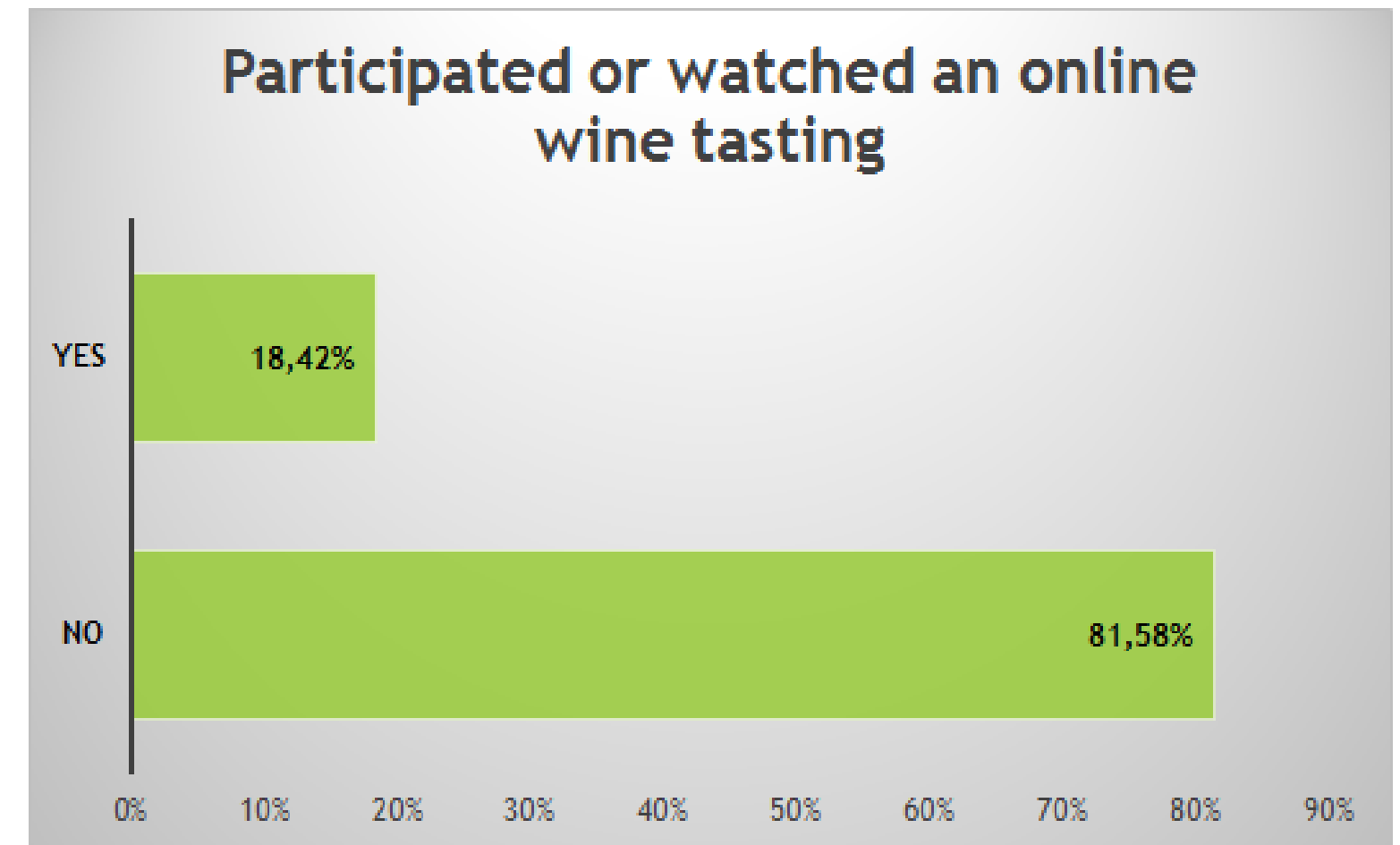


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Wine Online

Only a minority (18.42%) of the wine drinkers participated or watched an online wine tasting.

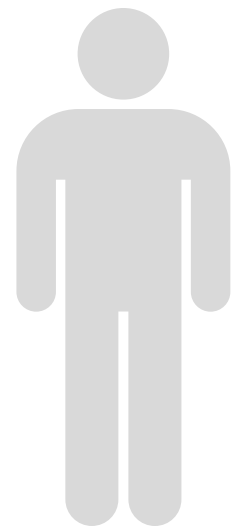


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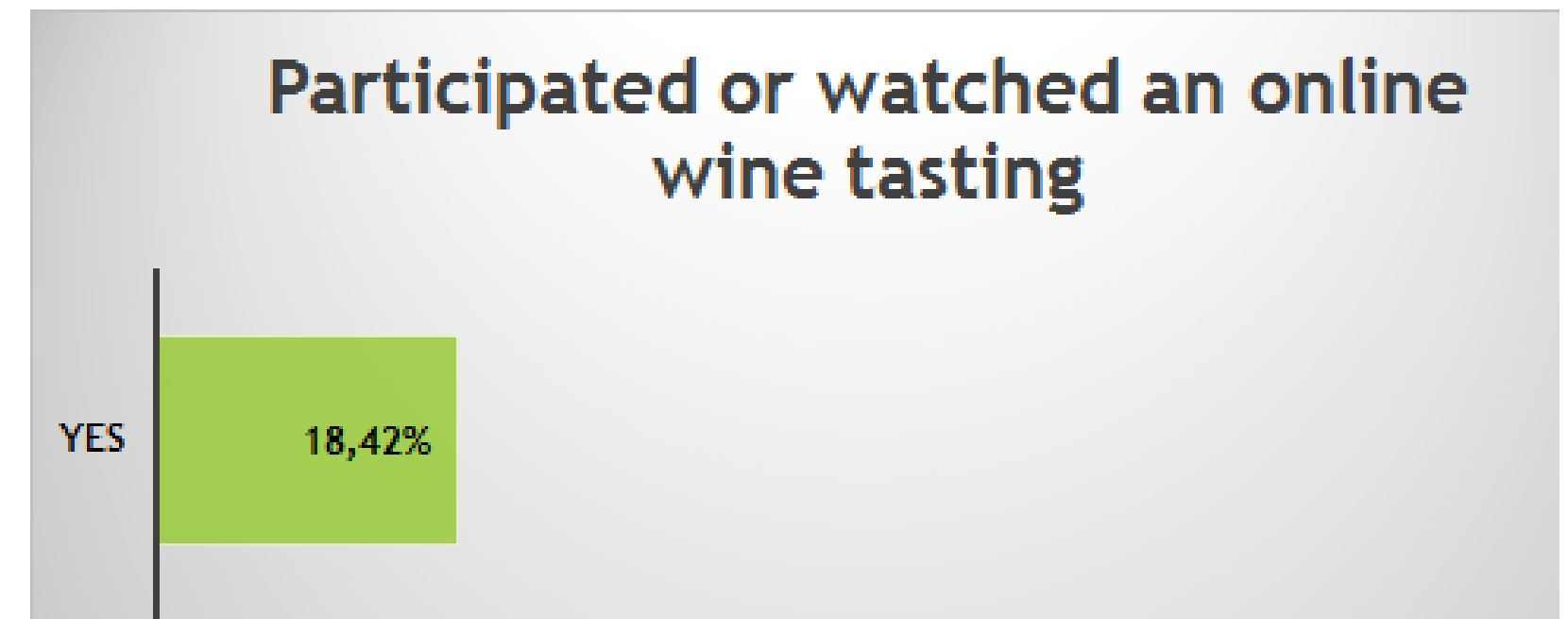
How did SA wine drinkers survive lockdown?

Wine Online

Who is watching?



Proportionally, males younger than 35 years showed the most interest in online wine tastings.



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Full Survey report details

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



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

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.

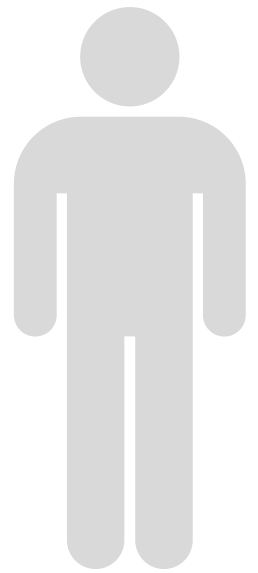
All respondents were pre-screened and included on criteria:

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

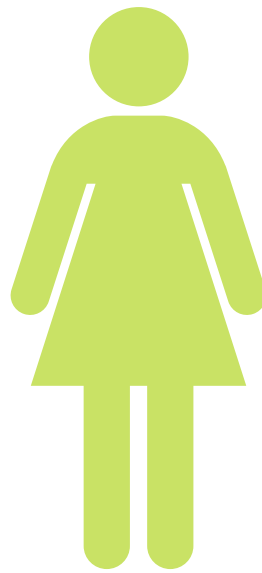
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Sample

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*

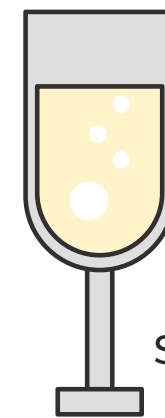
*Select all that apply

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



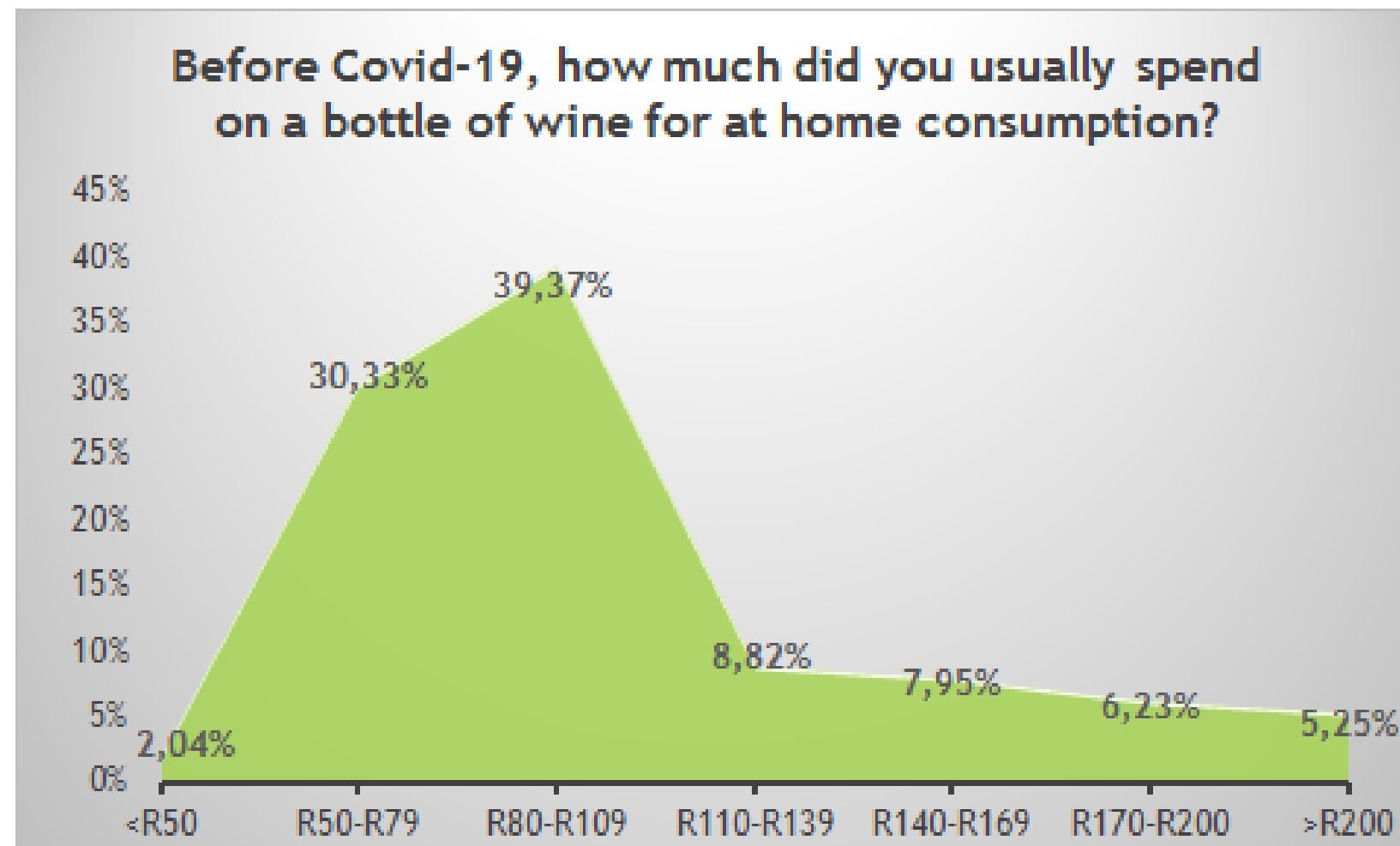
78.26%

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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