
MARKETING AND SALES IN THE AGE OF COVID-19: U.S. WINE CONSUMER BEHAVIOR

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INTRODUCTION

- 🍷 **Question:** Did the pandemic create lasting changes in how consumers think about and purchase wine?
- 🍷 **Purpose:** to assess consumer wine behavior before and during COVID-19



RESEARCH METHODOLOGY

🍷 Part of a larger global effort coordinated by the Academy of Wine Business Research



🍷 Online survey distributed to wine consumers in 14 countries

🍷 US data administered by:

🍷 **Sonoma State University** (Dr. Liz Thach)

🍷 **Texas Tech University** (Dr. Natalia Velikova)



🍷 Two waves of data collection:

🍷 **Wave 1:** early May 2020 (886 responses)

🍷 **Wave 2:** early November 2020 (817 responses)

🍷 *Presentation:* High-level of results of the US data only



DATA COLLECTION CONTEXT

Wave 1

DURING LOCKDOWN



Wave 2

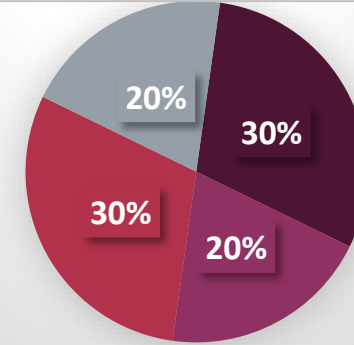
SIX MONTHS AFTER LOCKDOWN



SAMPLE DEMOGRAPHICS

Wave 1: 44%
Wave 2: 47%

Wave 1: 55%
Wave 2: 52%



■ West ■ Midwest ■ Northeast ■ South

Cohort	Years Old	Wave 1	Wave 2
Generation Z	21 - 25	15.7%	12.1%
Generation Y	26 - 39	21.4%	25.9%
Generation X	40 - 55	21.7%	27.2%
Baby Boomers	56 - 74	33.8%	30.6%
Matures	75+	7.4%	4.2%



SAMPLE DEMOGRAPHICS

Highest level of education

	Wave 1	Wave 2
High School	19.8	30.2
Bachelor's Degree	41.4	39.5
Master's Degree	25.4	20.6
Doctoral Degree	8.6	3.8
Other	4.5	5.8

Total annual household income

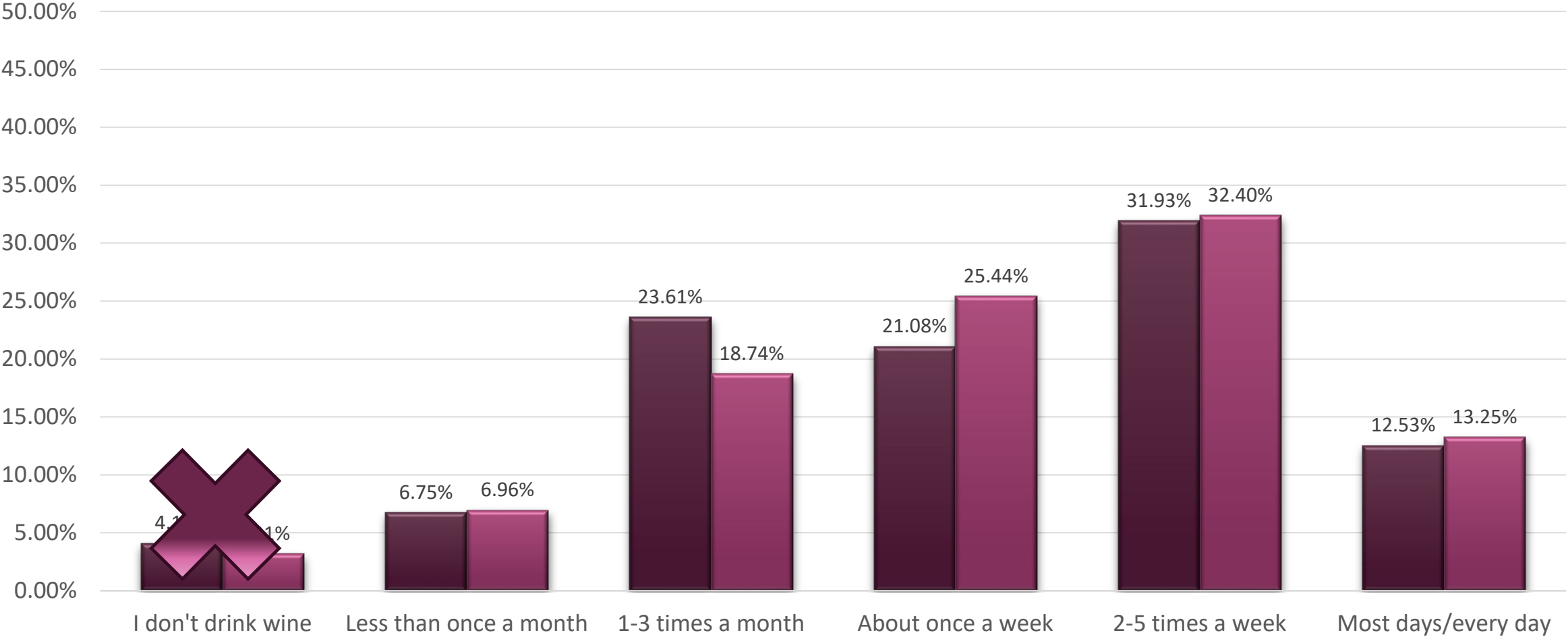
	Wave 1	Wave 2
Below \$10,000	3.7	3.3
\$10,000 - \$19,999	6.9	4.7
\$20,000 - \$29,999	6.9	7.3
\$30,000 - \$39,999	6.2	13.1
\$40,000 - \$49,999	8.6	10.1
\$50,000 - \$64,999	7.2	12.1
\$65,000 - \$79,999	6.8	9.8
\$80,000 - \$99,999	7.3	11.1
\$100,000 - \$119,999	5.9	7.5
\$120,000 - \$169,999	12.5	10.1
\$170,000 and over	25.4	10.6

50%

50%



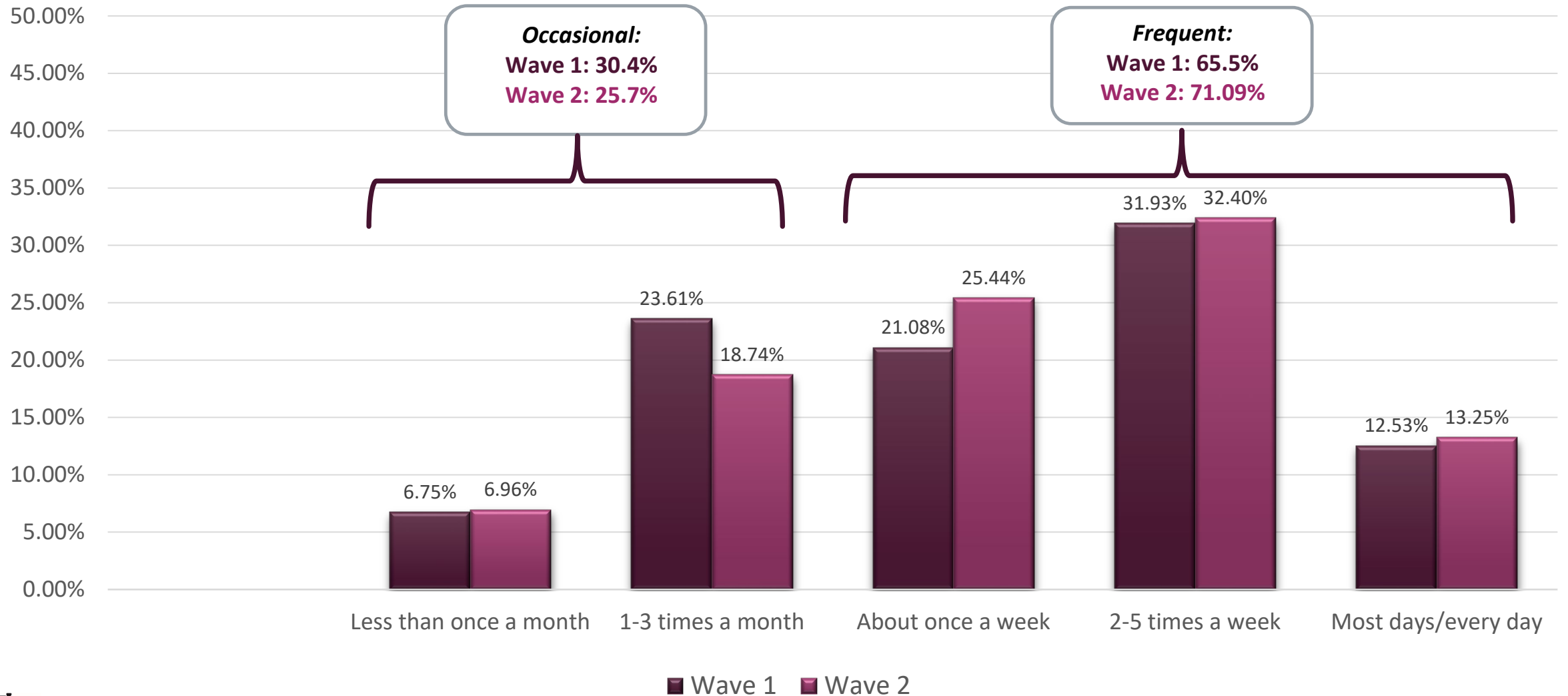
FREQUENCY OF WINE CONSUMPTION



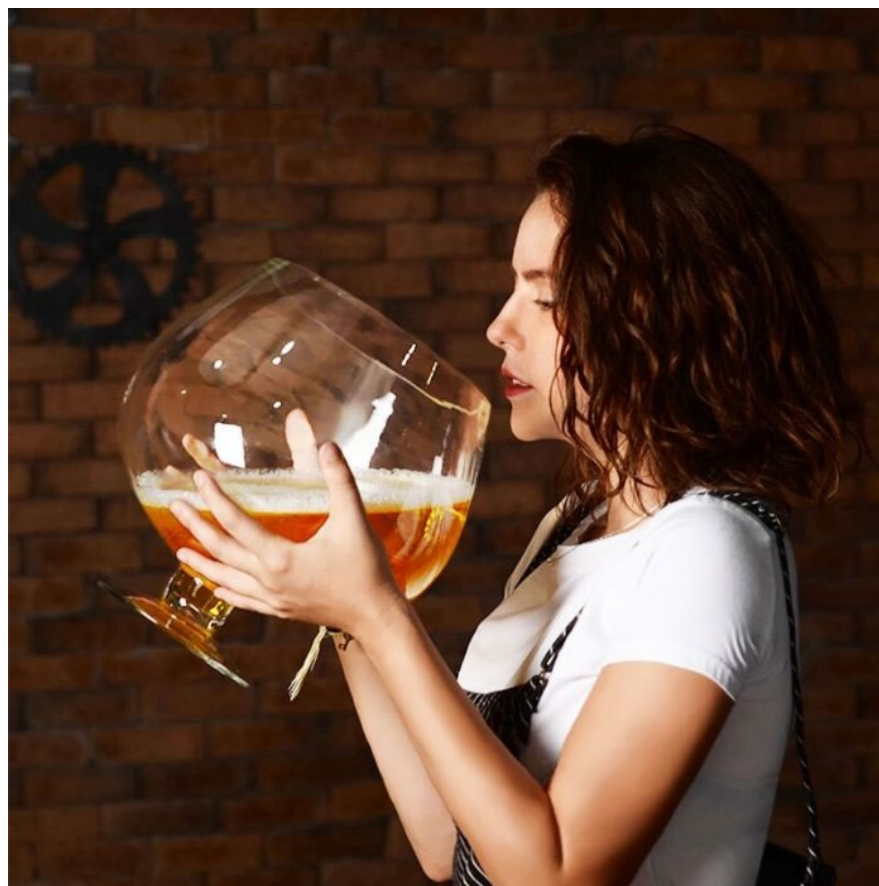
■ Wave 1 ■ Wave 2



FREQUENCY OF WINE CONSUMPTION



	BEFORE lockdown		DURING lockdown		6 months AFTER lockdown	
	Occasional	Once a week or more often	Occasional	Once a week or more often	Occasional	Once a week or more often
Males	19.0	81.0	20.1	79.9	20.6	79.4
Females	32.0	68.0	25.3	74.7	18.7	81.3



CHANGES IN FREQUENCY OF WINE CONSUMPTION

	DURING lockdown			6 months AFTER lockdown		
	I consume it LESS often	My consumption hasn't changed	I consume it MORE often	I consume it LESS often	My consumption hasn't changed	I consume it MORE often
Red wine	12%	51%	27%	10%	57%	25%
White wine	14%	48%	22%	11%	55%	22%
Rosé wine	11%	37%	14%	11%	50%	14%
Sparkling wine	12%	41%	12%	11%	48%	14%
Dessert wine	10%	36%	9%	10%	45%	9%



FREQUENCY OF CONSUMPTION BY TYPE OF WINE

	BEFORE lockdown	BEFORE lockdown		6 months AFTER lockdown	6 months AFTER lockdown
	Occasional	Once a week or more often		Occasional	Once a week or more often
Red wine	45%	48%	Red wine	31%	61%
White wine	55%	33%	White wine	35%	52%
Rosé wine	54%	12%	Rosé wine	40%	31%
Sparkling wine	62%	10%	Sparkling wine	45%	25%
Dessert wine	49%	7%	Dessert wine	33%	20%

	BEFORE lockdown	BEFORE lockdown		6 months AFTER lockdown	6 months AFTER lockdown
	Occasional	Once a week or more often		Occasional	Once a week or more often
Beer	56%	31%	Beer	30%	53%
Ready-to-Drink	43%	6%	Ready-to-Drink	29%	24%
Spirits	64%	23%	Spirits	37%	42%



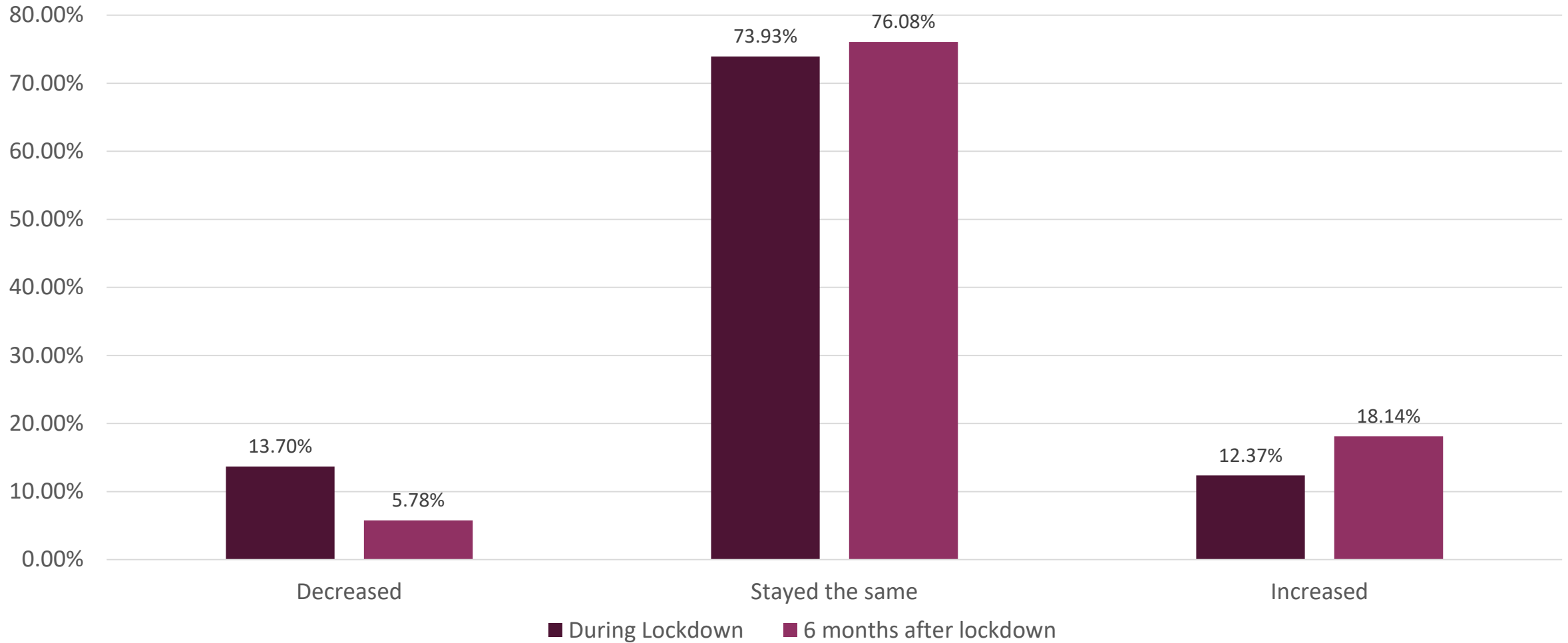
GENERATIONAL SPLIT IN FREQUENCY OF WINE CONSUMPTION

"I consume it MORE often than when I was in lockdown" (percent)

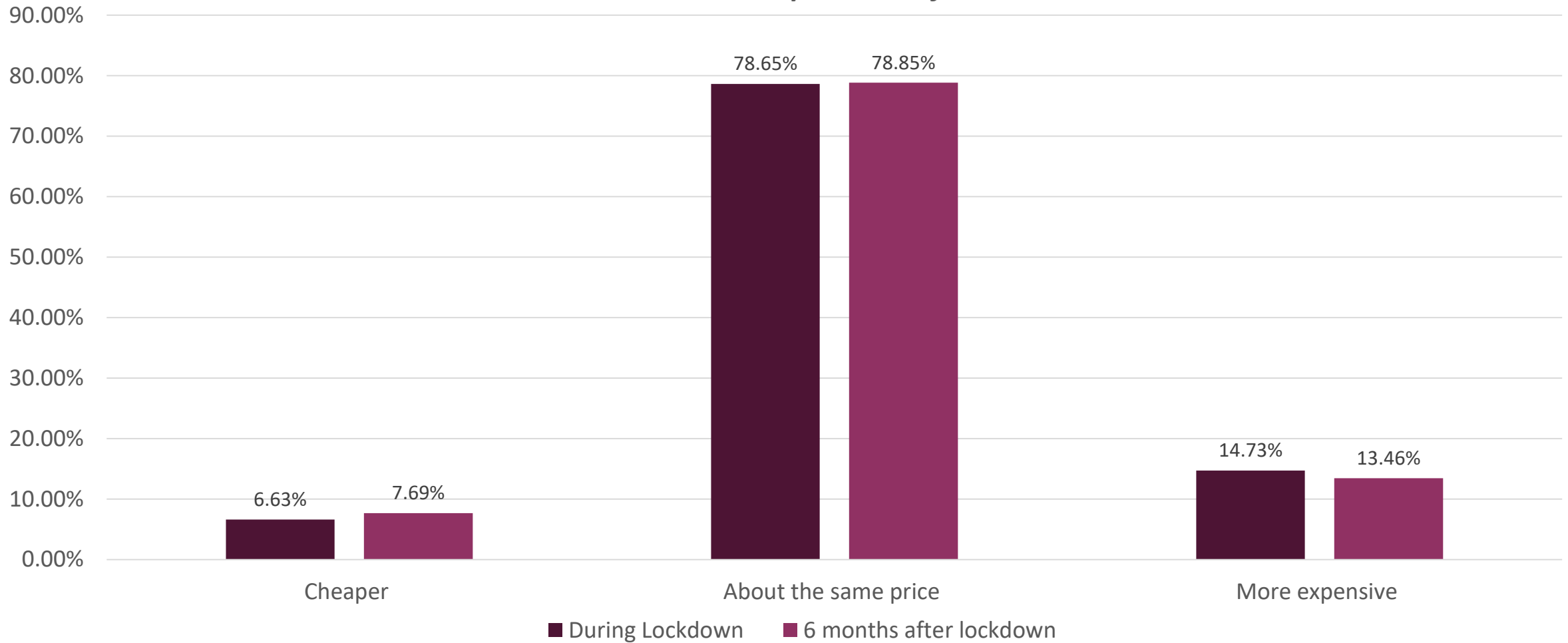
	Gen Z	Gen Y	Gen X	Baby Boomers	Matures
Red wine	15.3	38.7	34.0	10.0	2.0
White wine	16.8	42.0	26.7	13.7	0.8
Rosé wine	16.5	48.2	28.2	7.1	0.0
Sparkling wine	17.9	48.7	23.1	10.3	0.0
Dessert wine	16.1	51.6	27.4	3.2	1.6
Beer	13.1	46.2	26.2	13.8	0.8
Ready-to-Drink	21.9	30.6	27.2	25.9	4.2
Spirits	17.0	43.4	26.4	13.2	0.0



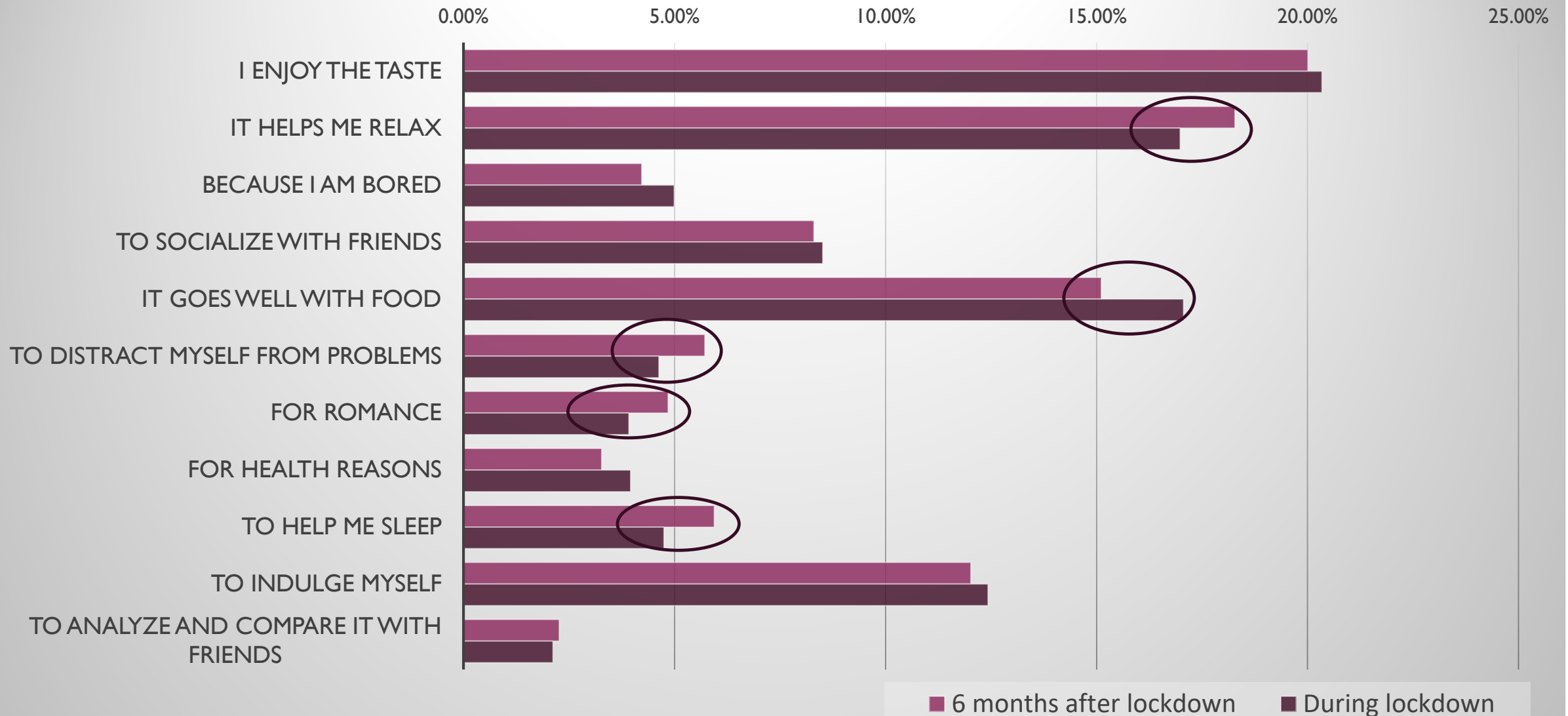
Do you feel that the range of wines you can choose from has increased, decreased or stayed the same?



Do you feel that the , do you feel that the wines you buy now are cheaper, more expensive, or about the same price as before?



MOTIVATIONS FOR DRINKING WINE



	BEFORE lockdown		DURING lockdown			6 months after lockdown		
	Occasional	Once a week or more often	Less Often than before	About the same as before	More Often than before	Less Often than during lockdown	About the same as during lockdown	More Often than during lockdown
A relaxing drink at home	53%	40%	13%	52%	24%	10%	59%	25%
With an informal meal at home	64%	30%	12%	55%	18%	10%	59%	19%
When inviting guests home for dinner	81%	11%	-	-	-	13%	37%	12%
Celebrating a special occasion at home	85%	10%	15%	44%	7%	12%	47%	13%
When out at a café or restaurant	88%	14%	-	-	-	16%	13%	31%
During an online meeting / virtual tasting	31%	5%	7%	23%	15%	8%	14%	26%



	BEFORE lockdown	DURING lockdown		6 months AFTER lockdown	
	Mean*	Purchased MORE by OCCASIONAL Shoppers**	Purchased MORE by HIGH FREQUENCY Shoppers**	Purchased MORE by OCCASIONAL Shoppers**	Purchased MORE by HIGH FREQUENCY Shoppers**
Wine shop	5.01	11%	31%	11%	37%
Supermarkets/Hypermarkets	4.99	13%	35%	14%	37%
Ordinary grocery store	4.81	17%	30%	11%	35%
Online wine retailer, e.g. Wine.com	3.24	18%	48%	20%	49%
Winery's website	3.10	15%	51%	16%	54%
Winery's cellar door	3.03	9%	47%	7%	52%
Online generic retailer, e.g. Amazon.com	2.94	12%	50%	17%	48%

* The higher the number, the more frequently purchased at the outlet

** Occasional Shoppers = purchase wine once every couple of months or less frequently

** Frequent Shoppers – purchase wine at least once a month



TEXAS WINE MARKETING RESEARCH INSTITUTE



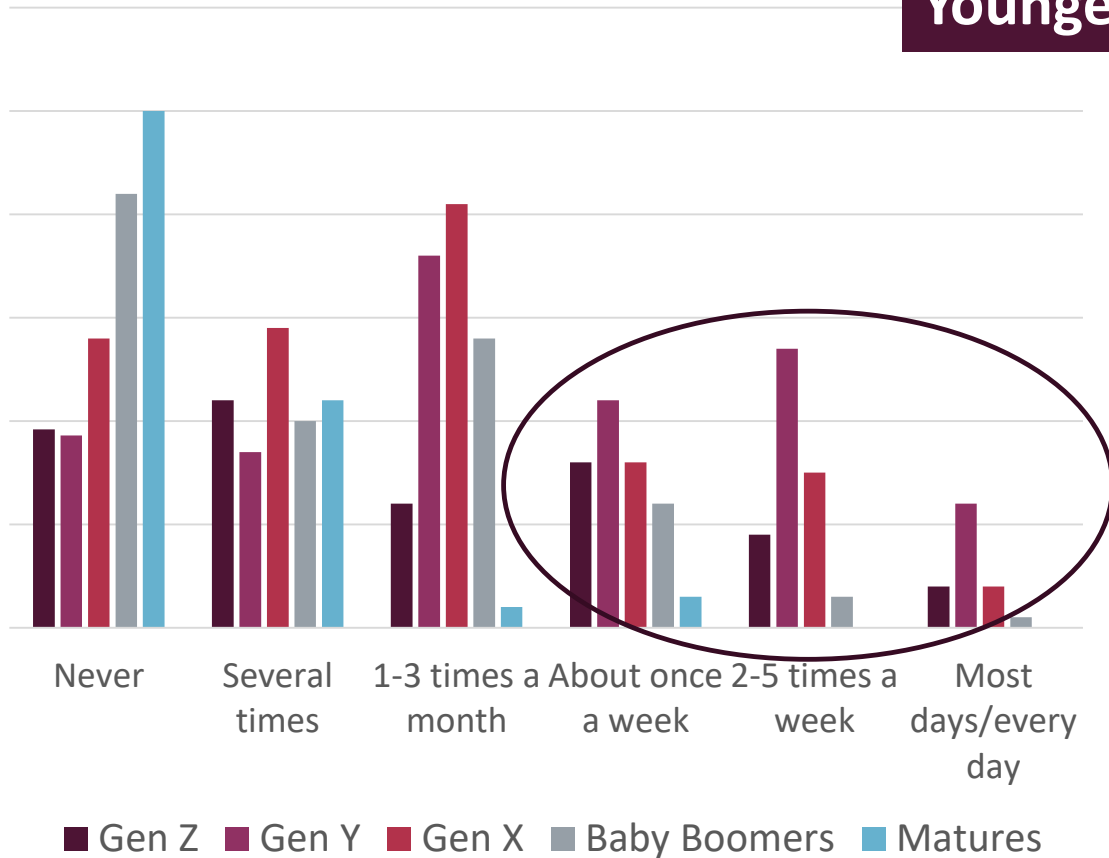
THE
WINE
OUTLET



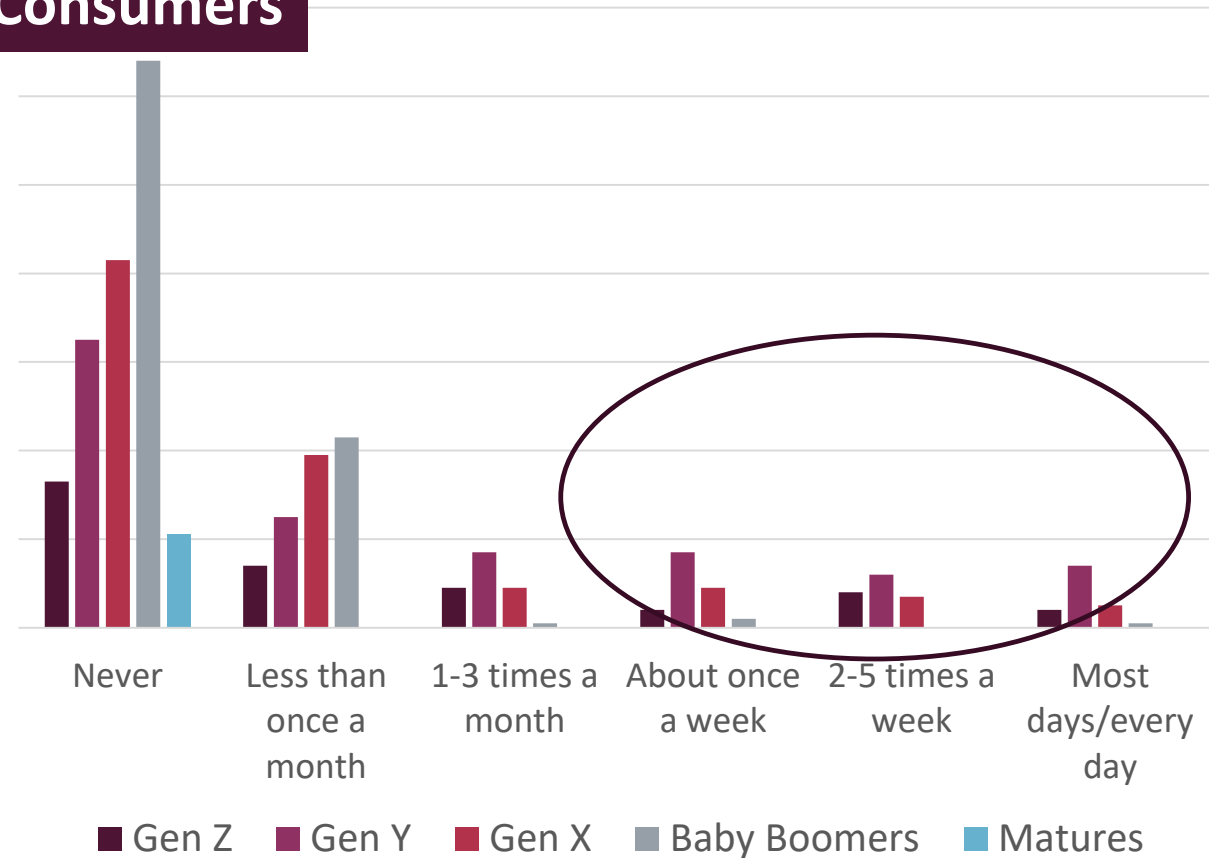
TEXAS TECH UNIVERSITY

SINCE LOCKDOWN, HOW OFTEN DID YOU CONSUME WINE AT...?

Restaurants

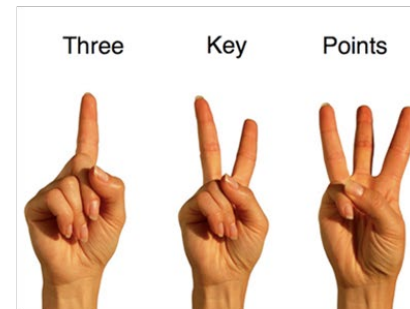


Tasting Room



TAKEAWAYS

- 🍷 More frequent wine consumption during the pandemic (*women*)
- 🍷 Alternative alcoholic beverages are on the rise as well (*what can the wine industry learn from their success?*)
- 🍷 New culture / new habits are likely to determine wine consumption behavior beyond the pandemic (*focus on younger consumer*)



Thank You

