



# European Wine Market Observatory

14-11-2022

## The effects of the lockdown and COVID-19 on wine shopping behaviour in Spain

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CREDA-UPC-IRTA



# Objective

To provide an overview of changes in shopping behaviour during the first year of the COVID-19, with special emphasis on the lockdown effects

## To achieve this objective

- Scan data (Kantar Worldpanel)
- Differences by sociodemographic characteristics
- Only consumption at home

# Objective

Number of households		
	2019	2020
Total of households	7158	7252
Total buying Alcoholic drinks	6918	7050
Sparkling wine	2236	2797
Cava	1561	1898
Beer	6163	6465
Wine with PDO	3755	4212
Wine without PDO	4879	5355
Others	4675	5247

# Content

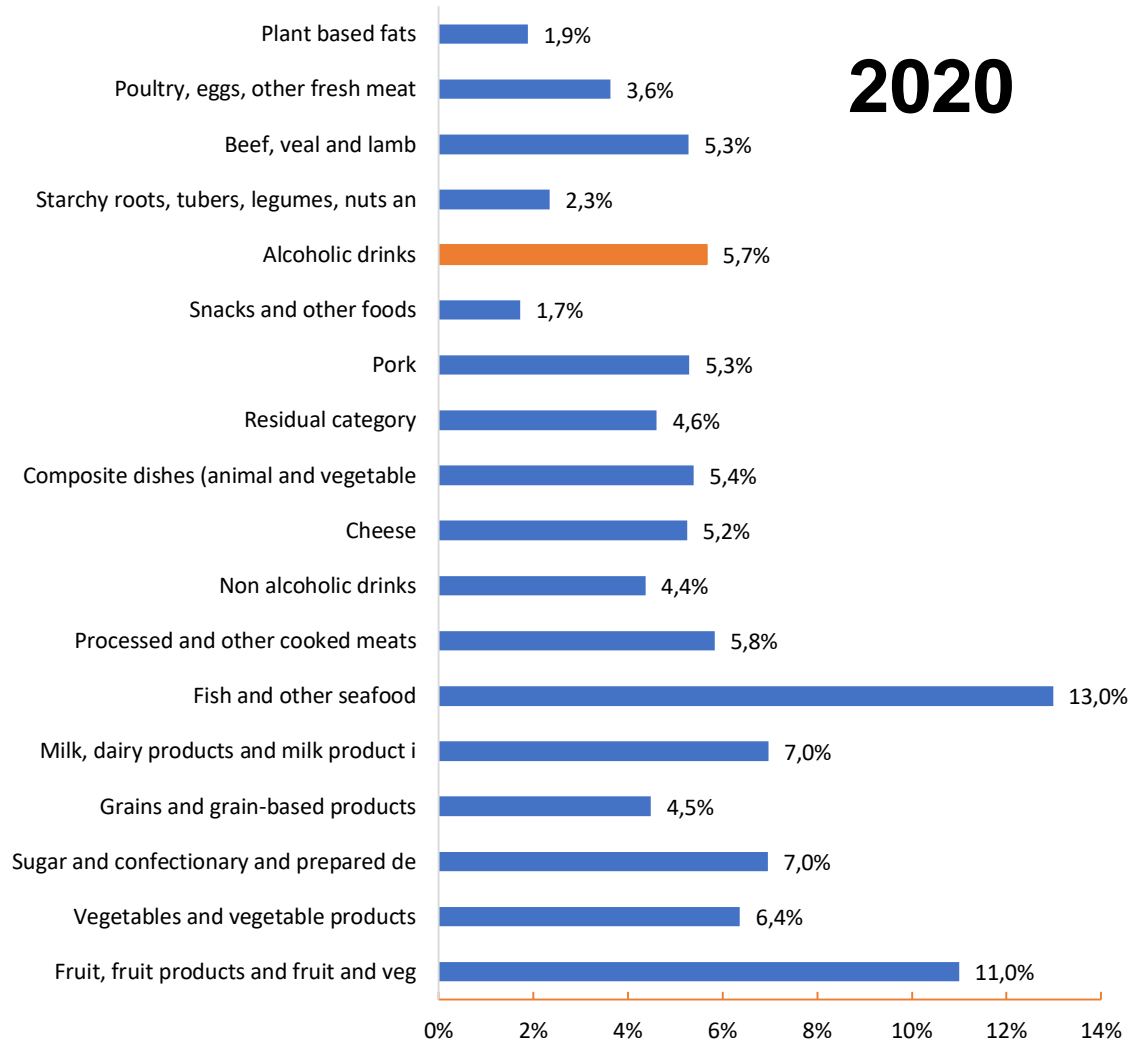
- Total expenditure in Alcoholic drinks
- Shopping behaviour in alcoholic drinks
  - Shopping Trips
  - Average expenditure per shopping trip
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- Shopping behaviour in wine (Cava, PDO, non-PDO)
  - By Age
  - By Household Life Cycle
  - By Social Class
  - By Retailer
- Weekly evolution by type of wine
  - Average volume per household
  - Average price
  - Average expenditure by household

# Content

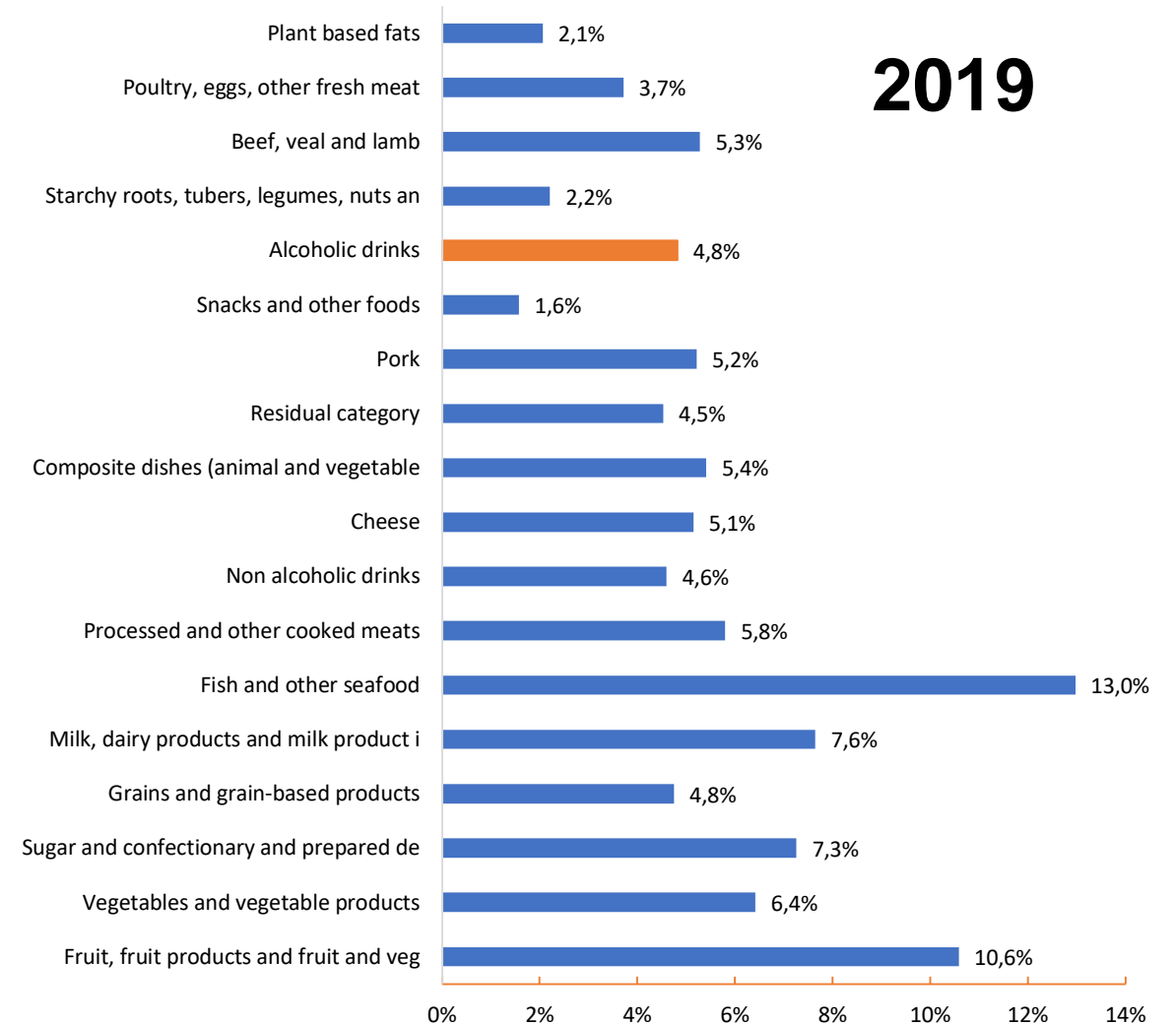
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# Expenditure share in Alcoholic Drinks

2020



2019



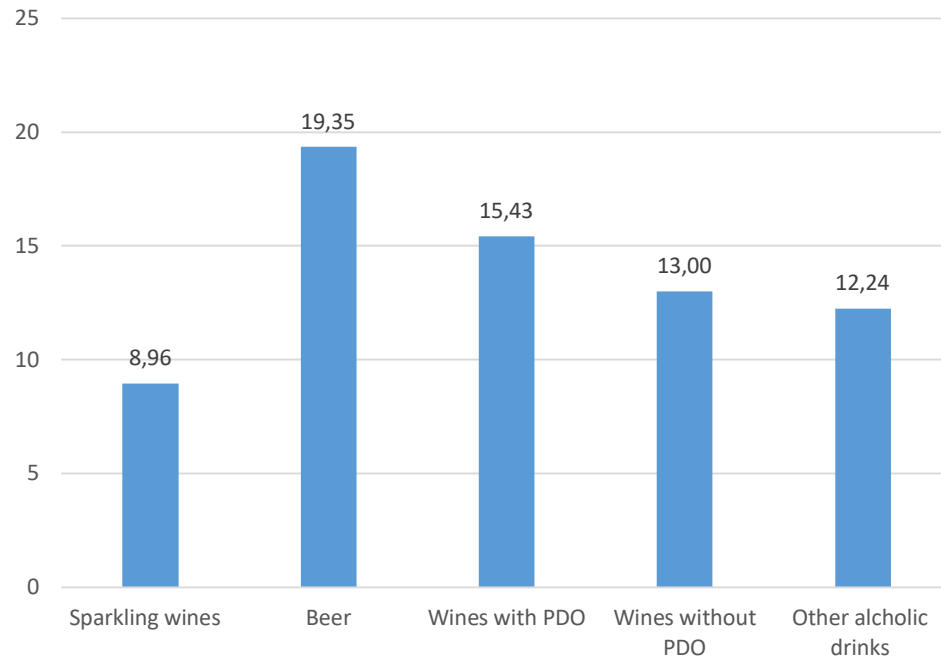
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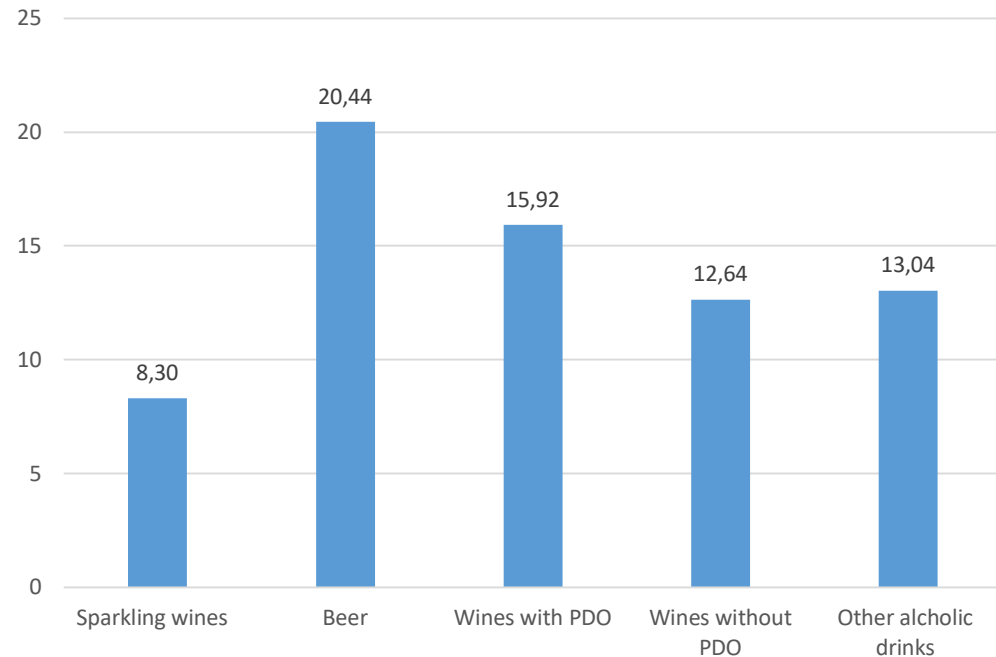
# Shopping behaviour in alcoholic drinks

## Shopping trips (Times)

2019



2020



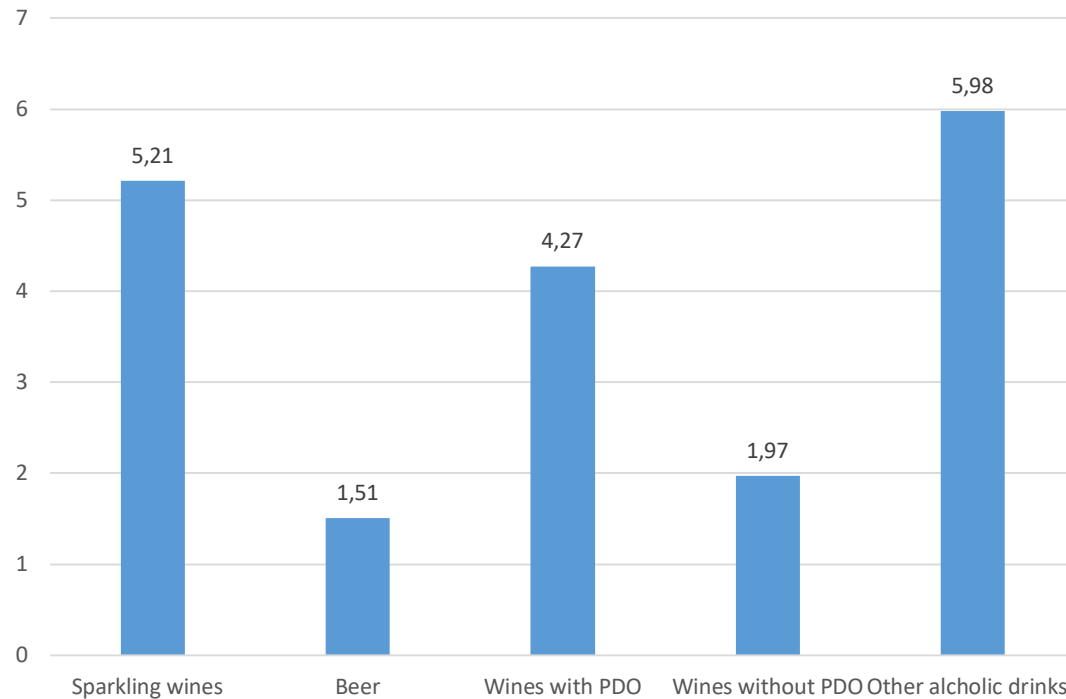
No significant differences: Slight increases less expensive products: beer and non PDO wines



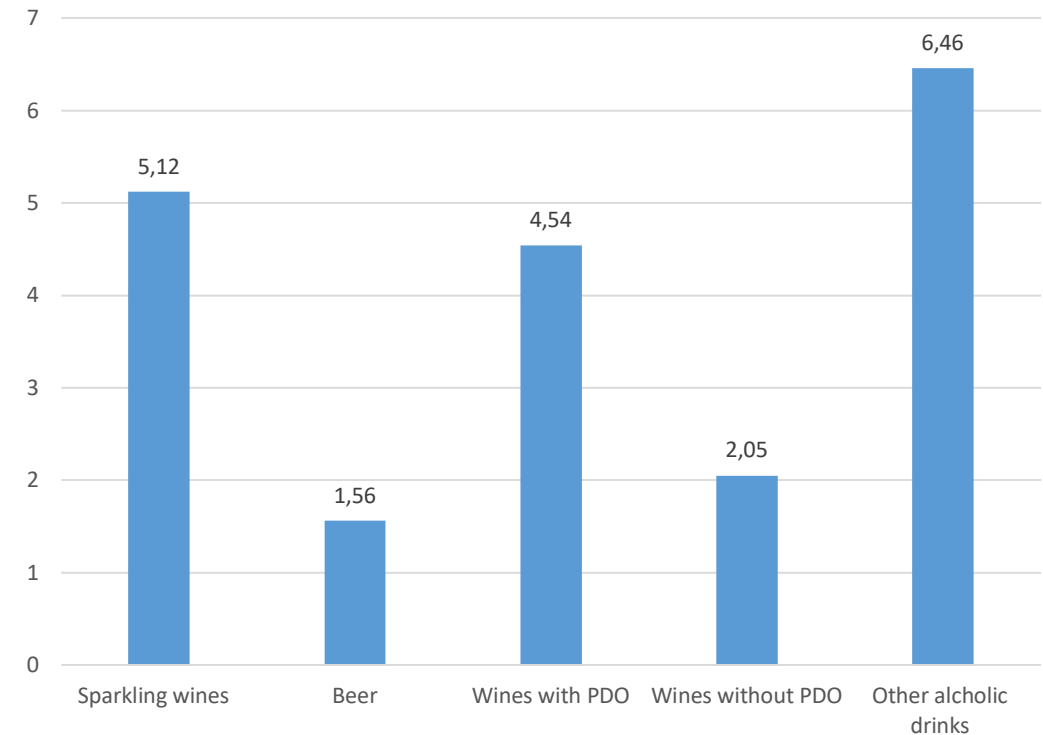
# Shopping behaviour in alcoholic drinks

## Average price

2019



2020

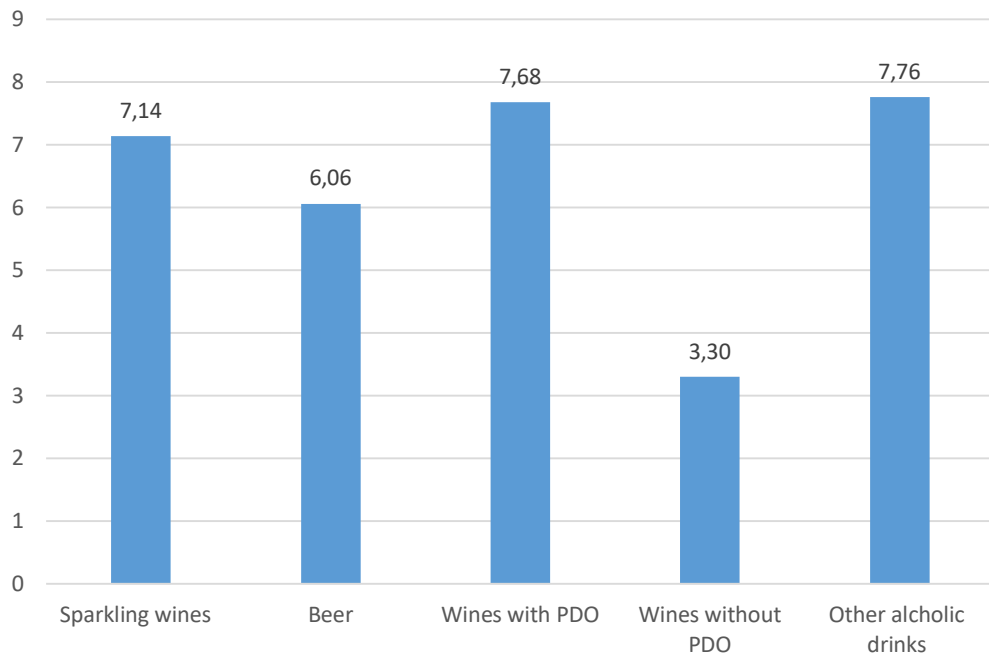


Slight increases in all categories: a bit higher in spirits

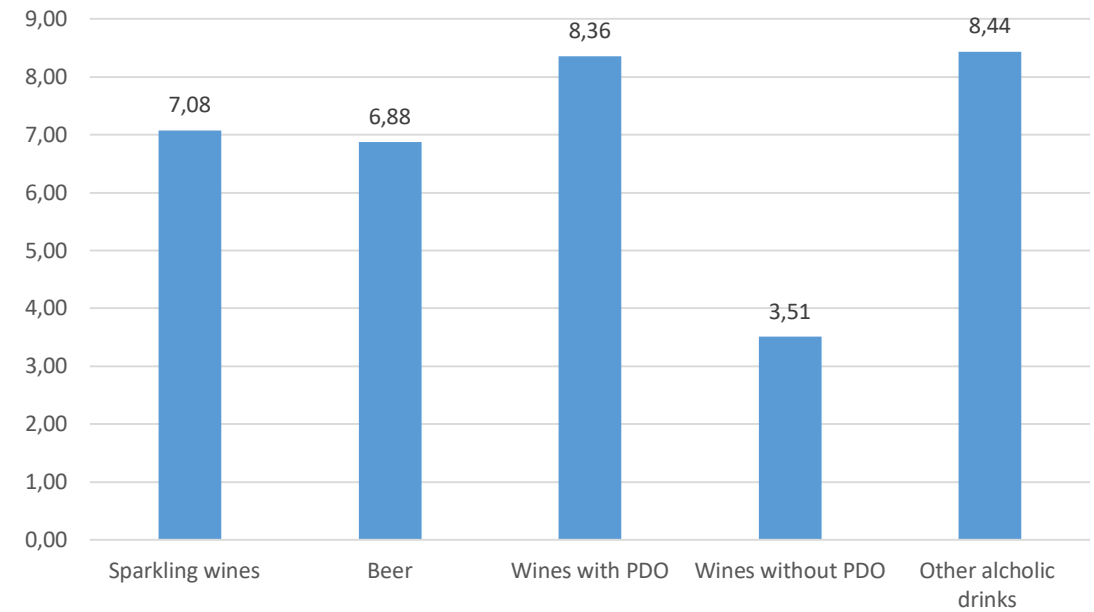
# Shopping behaviour in alcoholic drinks

## Average expenditure

2019



2020



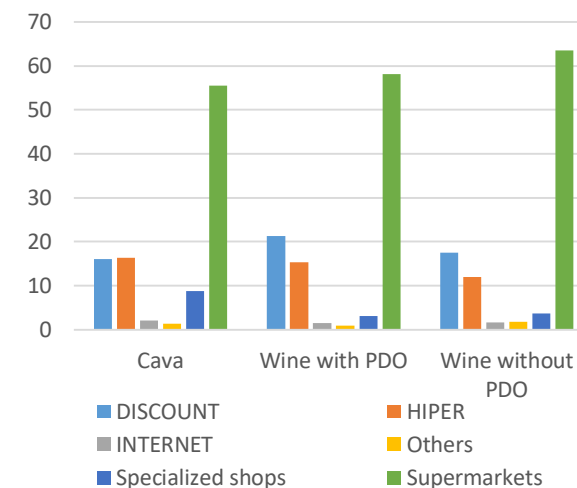
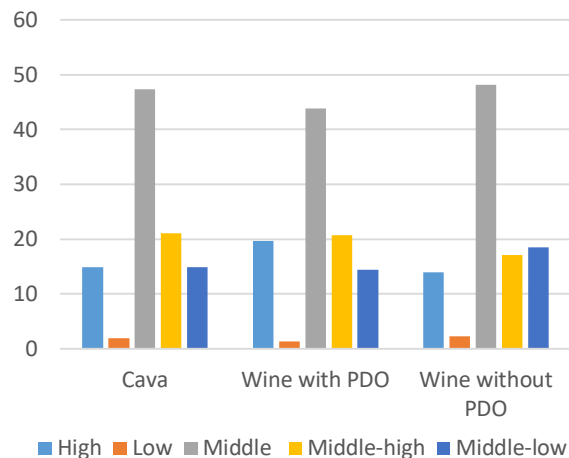
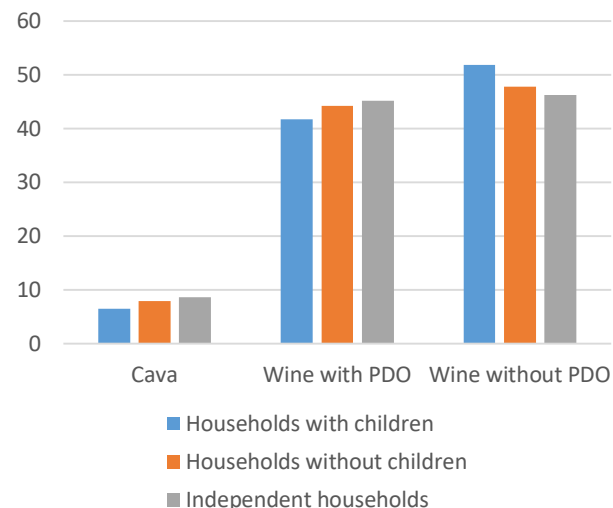
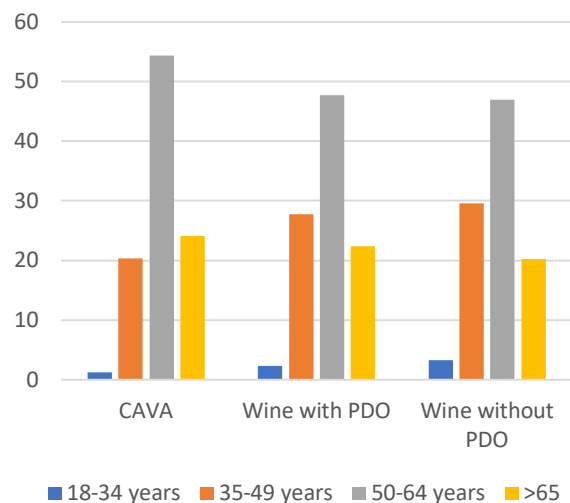
Similar effects than in the case of prices

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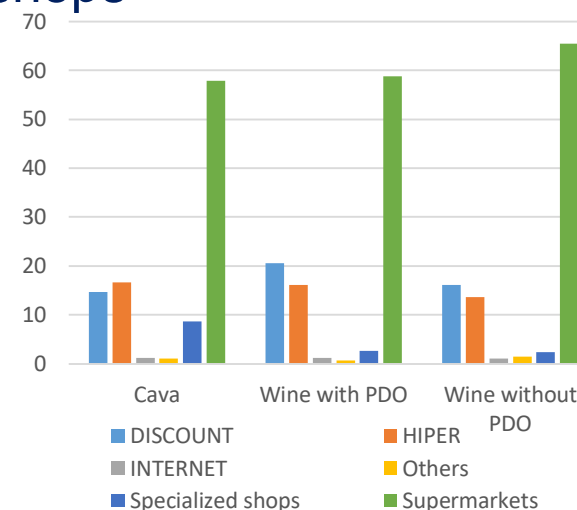
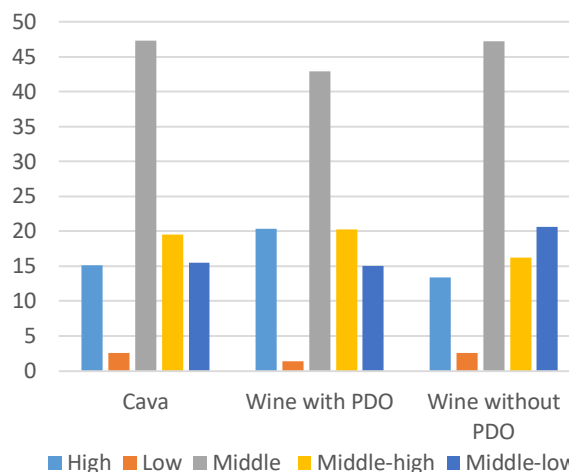
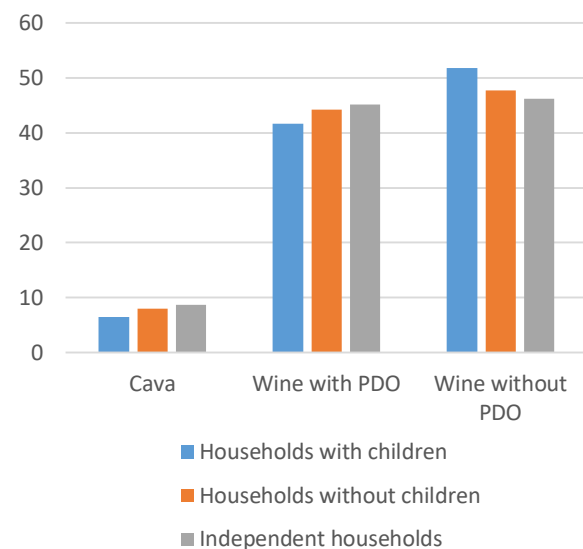
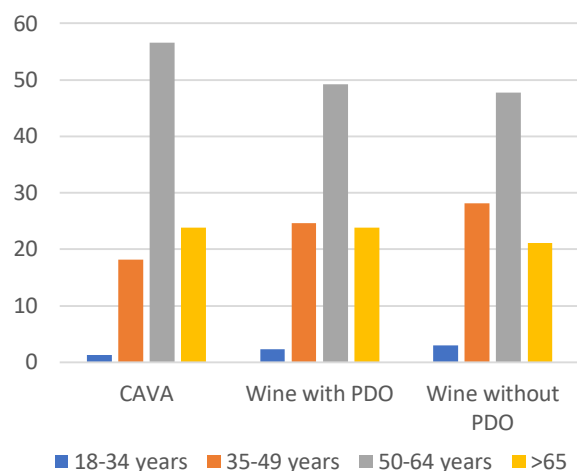
# Consumption by socioeconomic characteristics (%)

2020



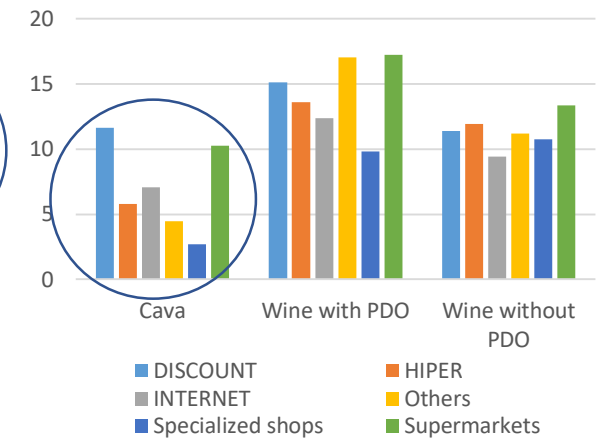
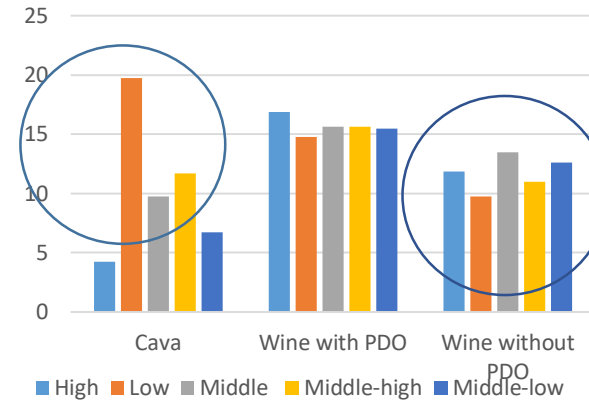
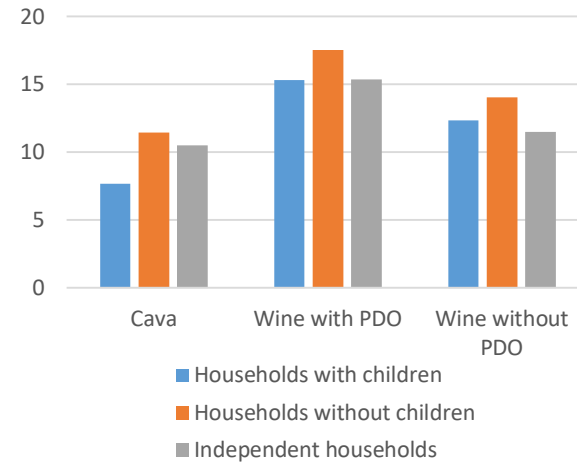
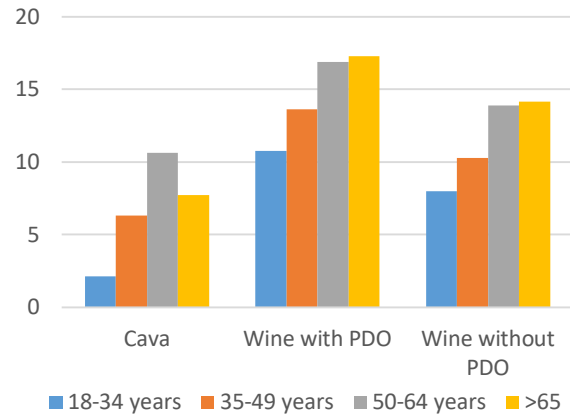
## Increase relative importance of Internet and Speciality shops

2019

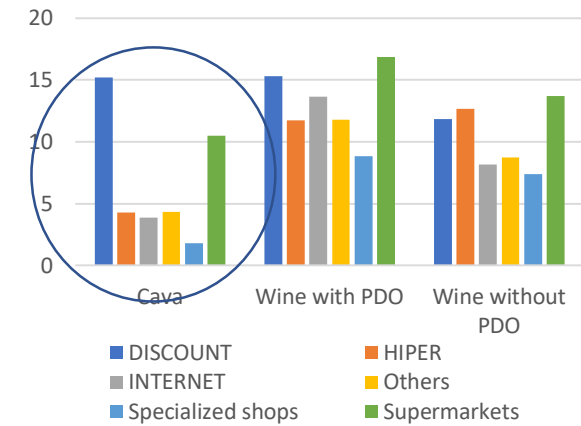
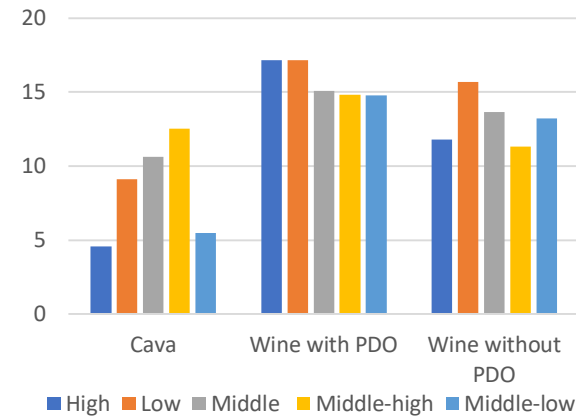
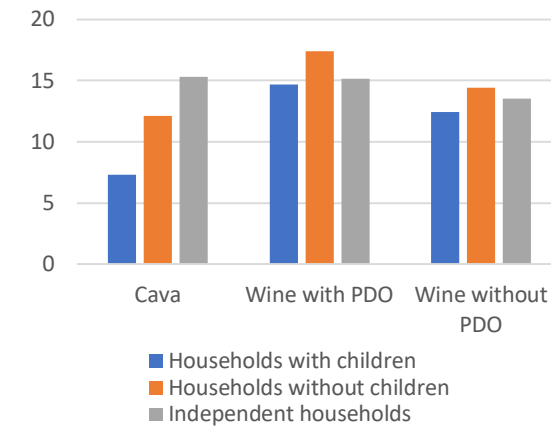
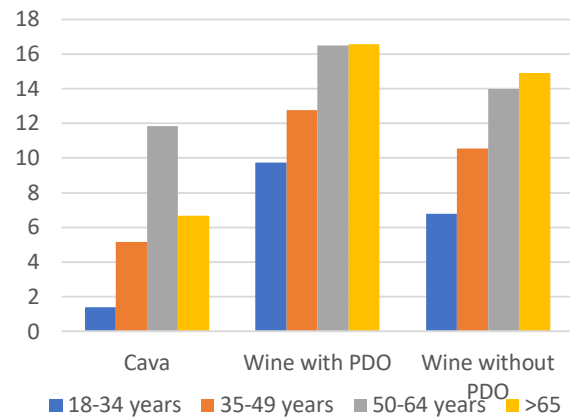


# Shopping trips (times)

2020

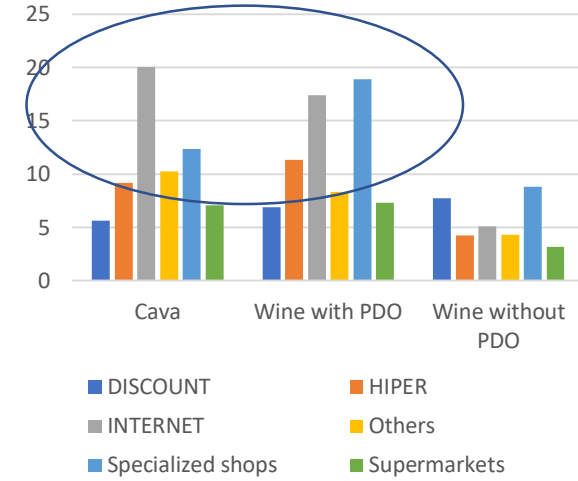
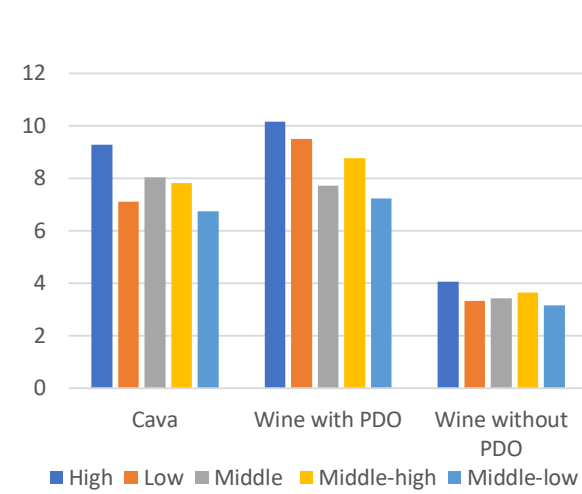
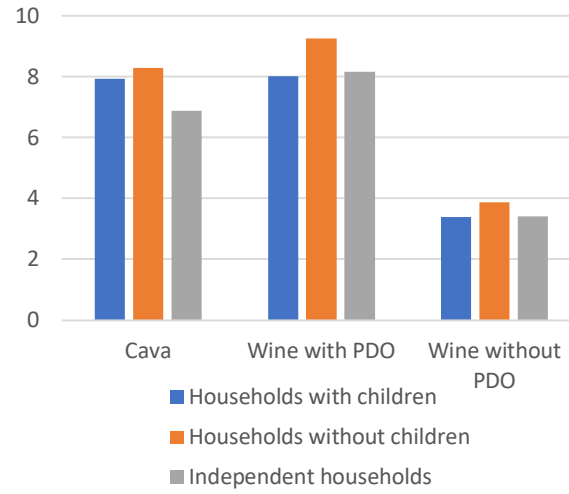
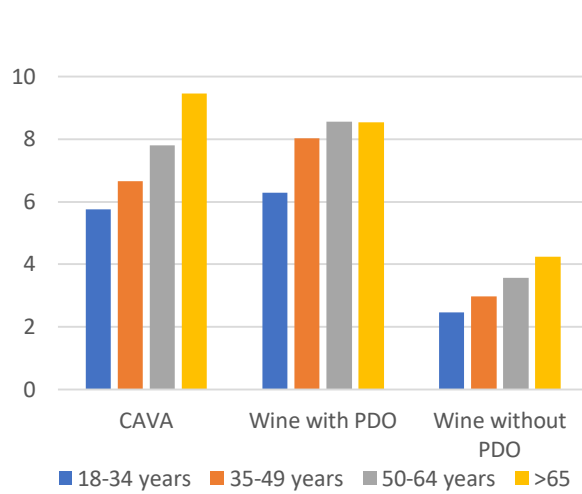


2019

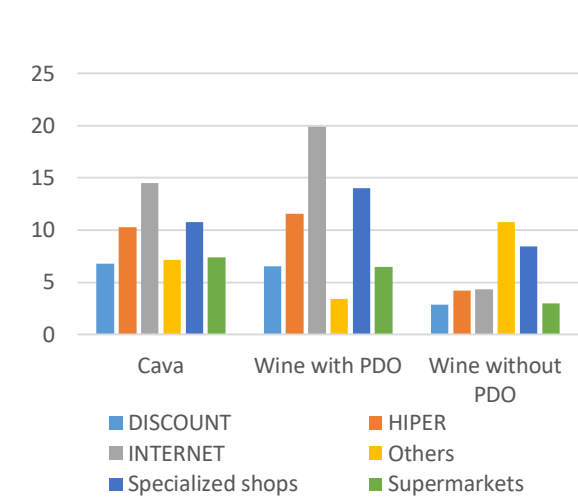
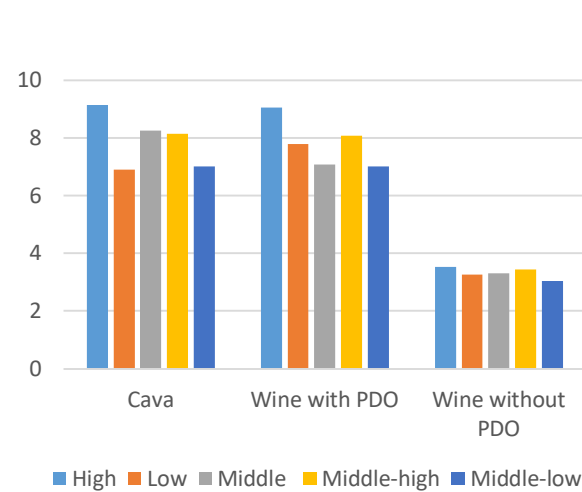
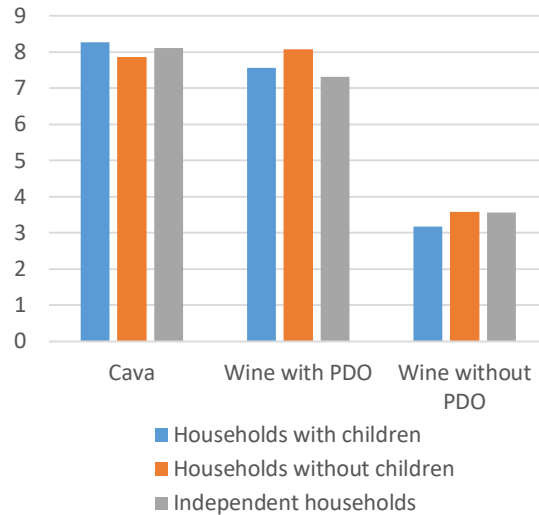
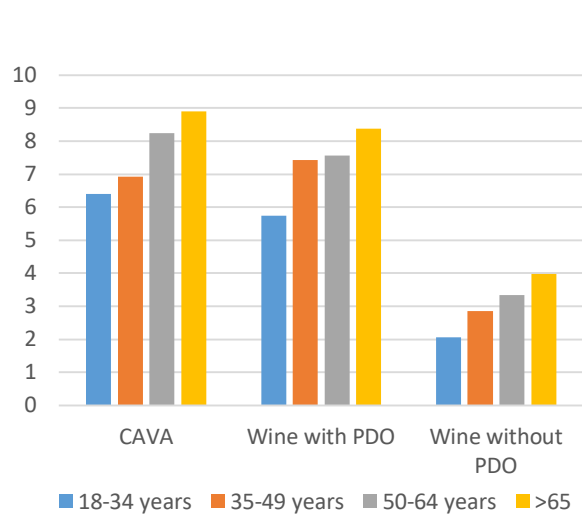


# Average expenditure per shopping trip (€)

2020

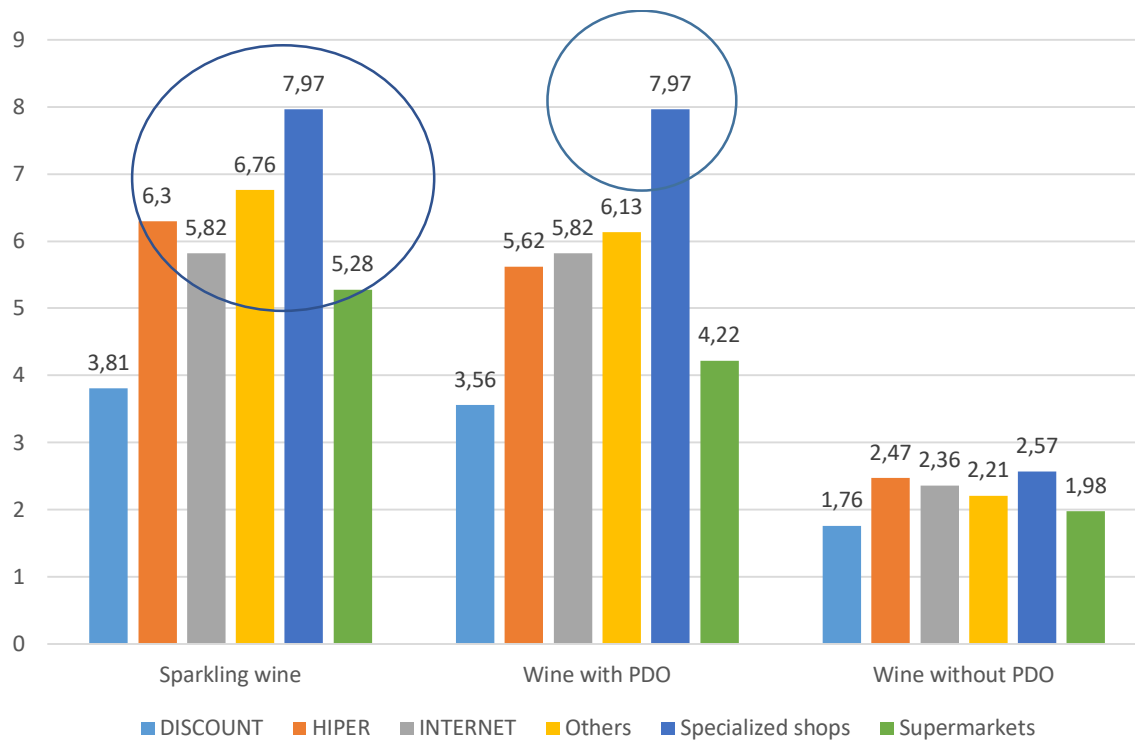


2019

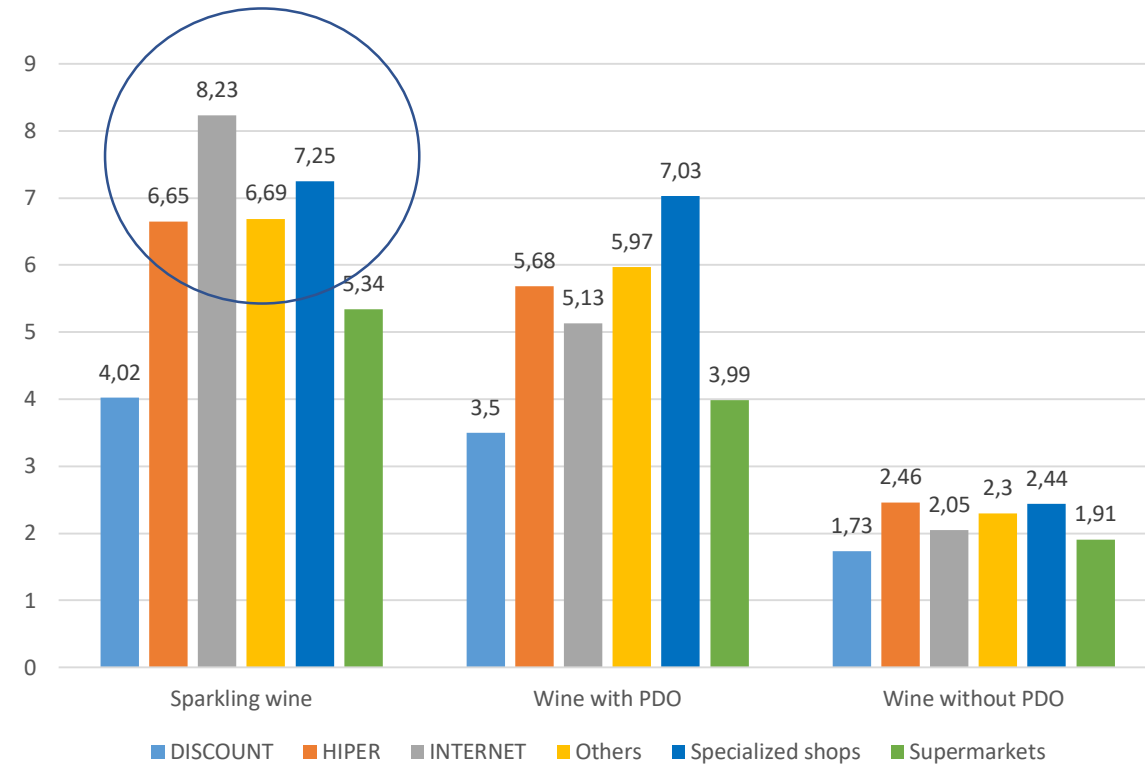


# Average price (€/l)/retailer

2020



2019



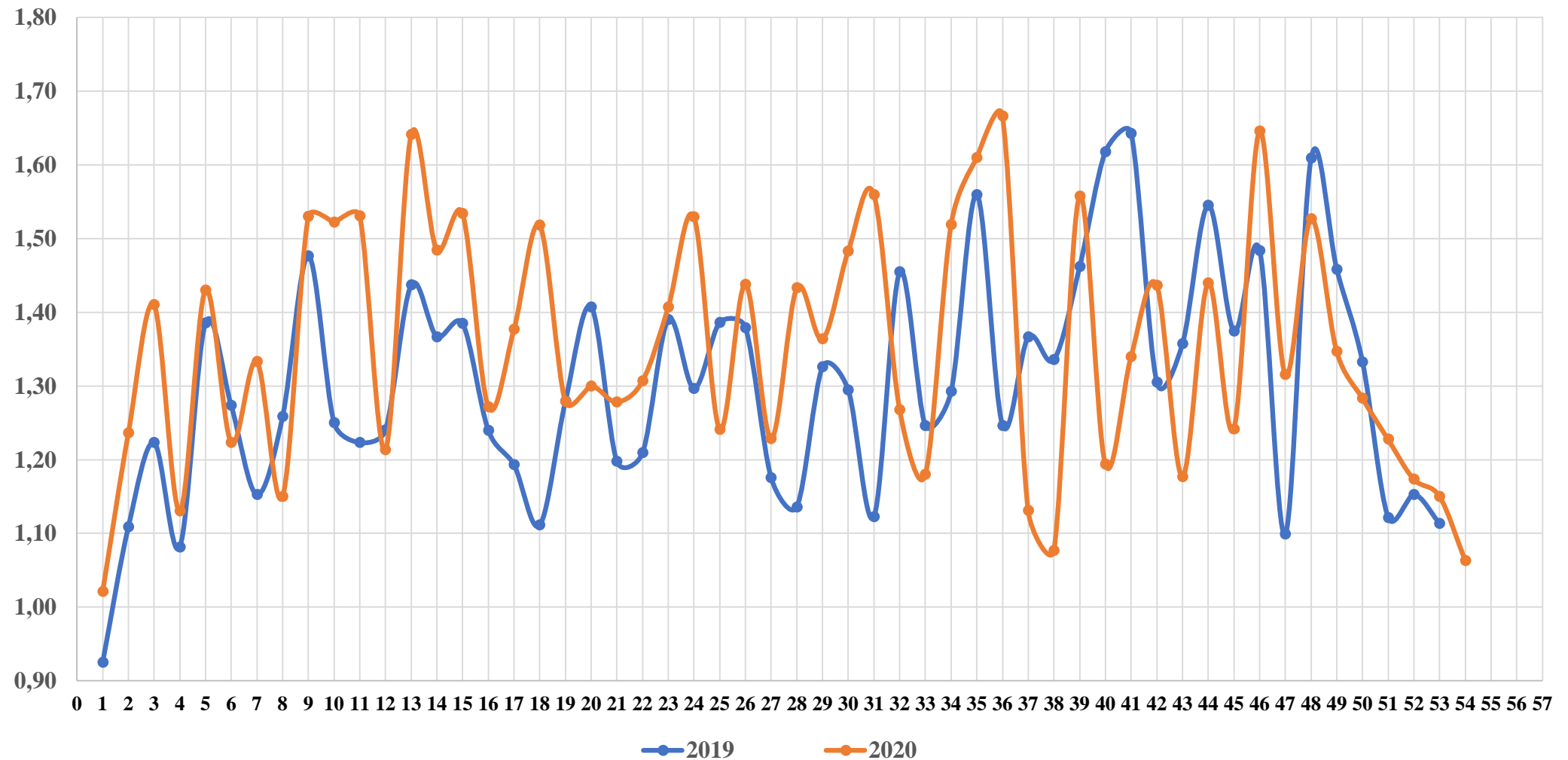
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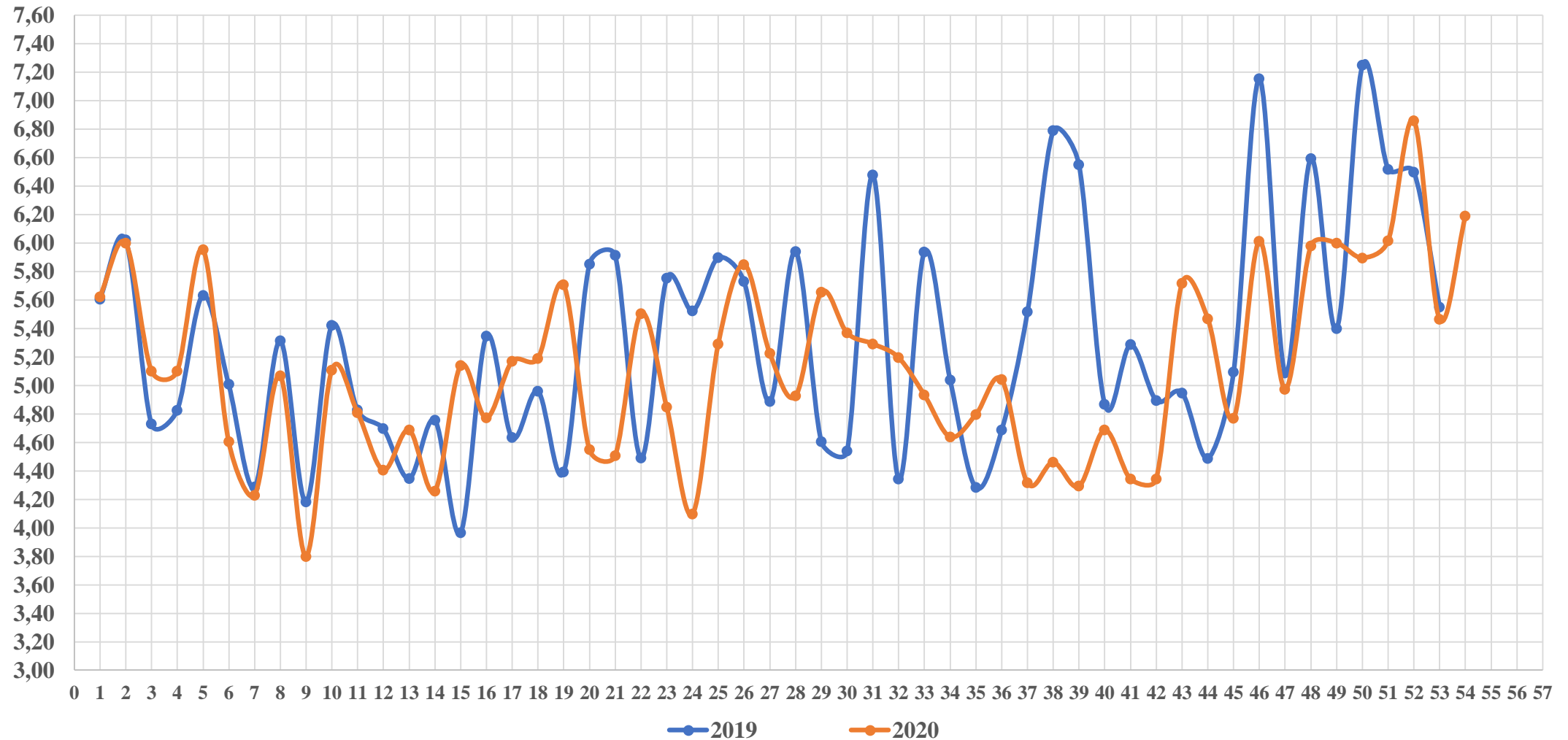


# Cava (Sparkling wine)

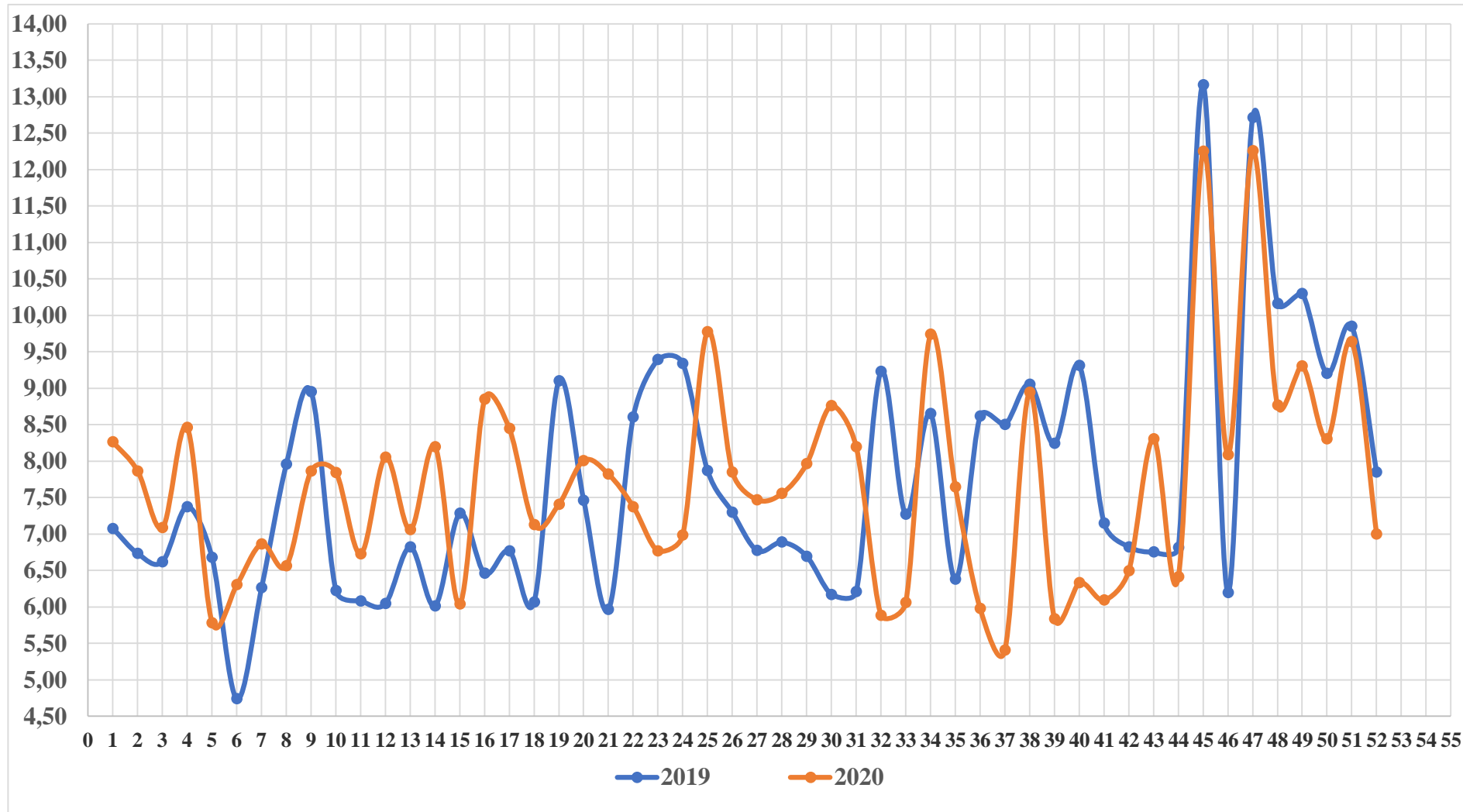
# Average volume bought per household per week for Cava (I)



# Average price (€/l) per week for Cava

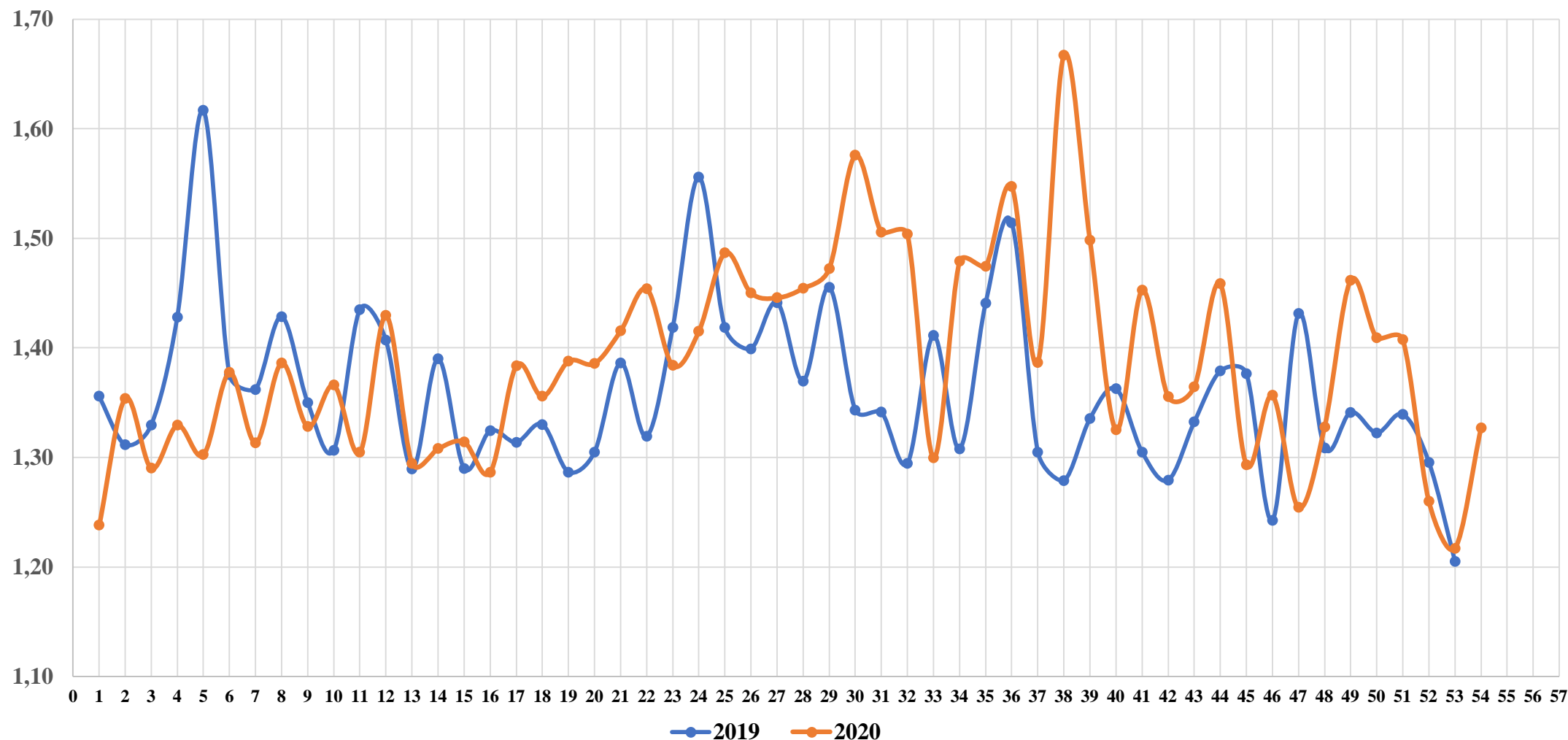


# Average expenditure per week for Cava (€)

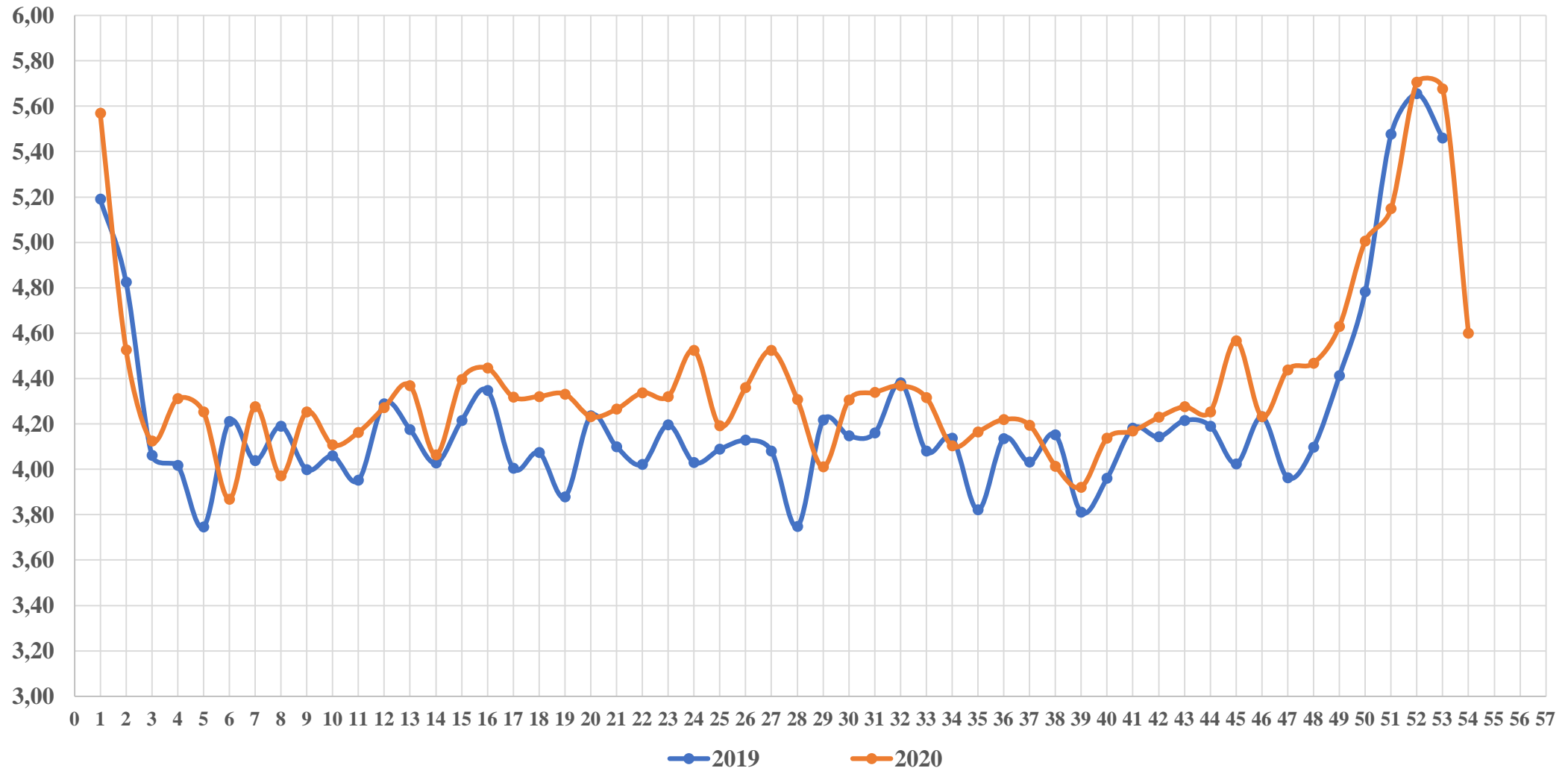


# PDO Wine

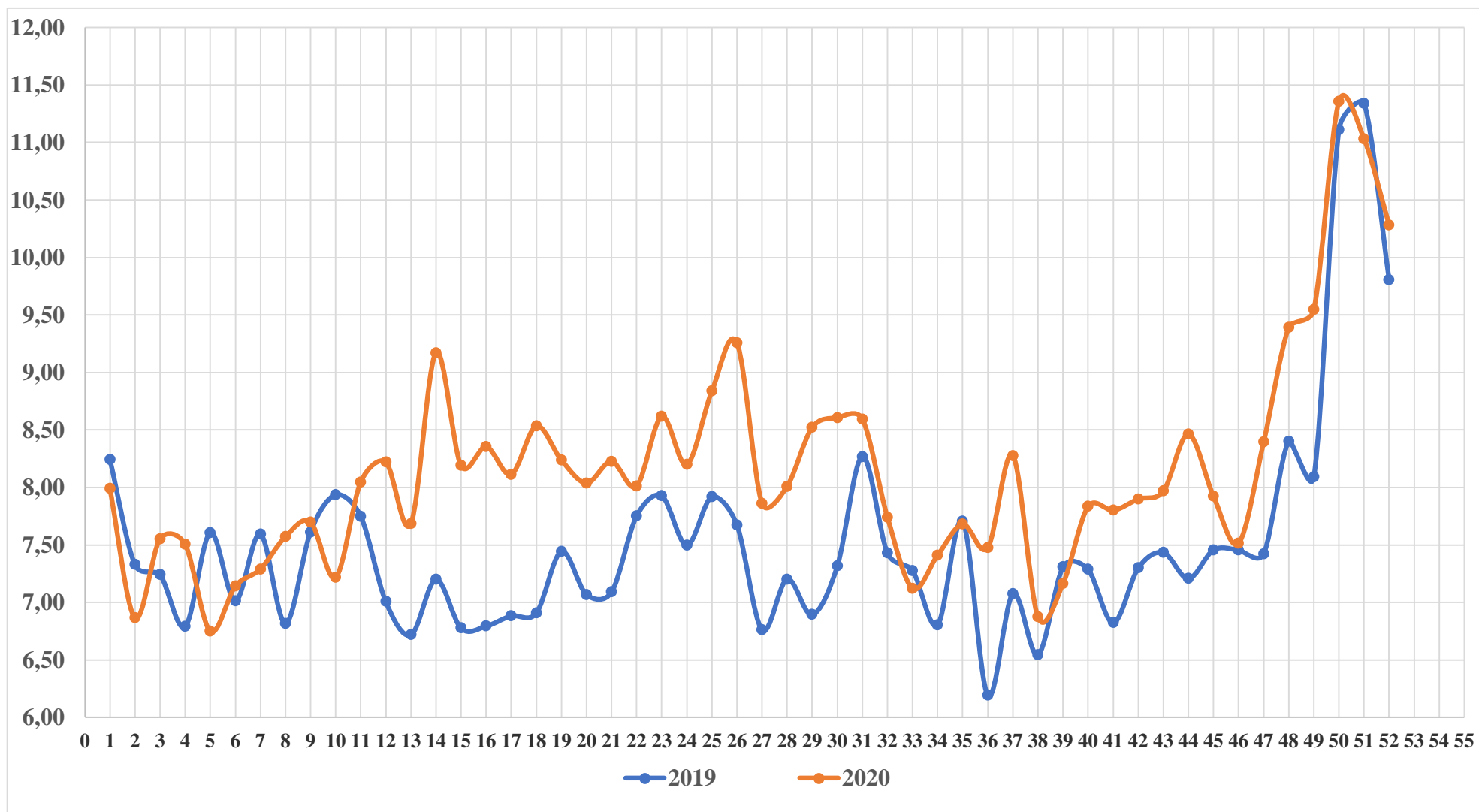
# Average volume bought per household per week for wine with PDO (I)



# Average price (€/l) per week for wine with PDO



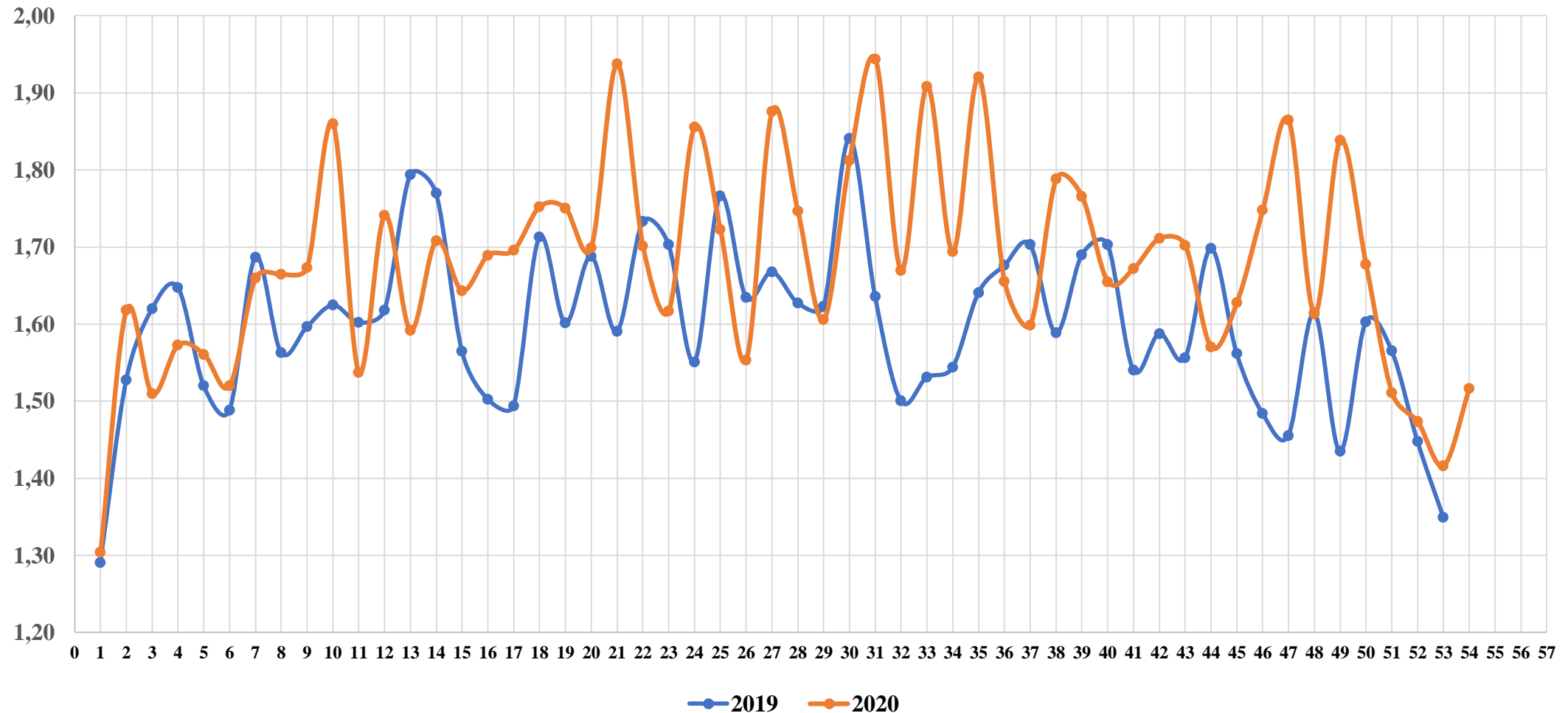
# Average expenditure per week for wine with PDO (€)



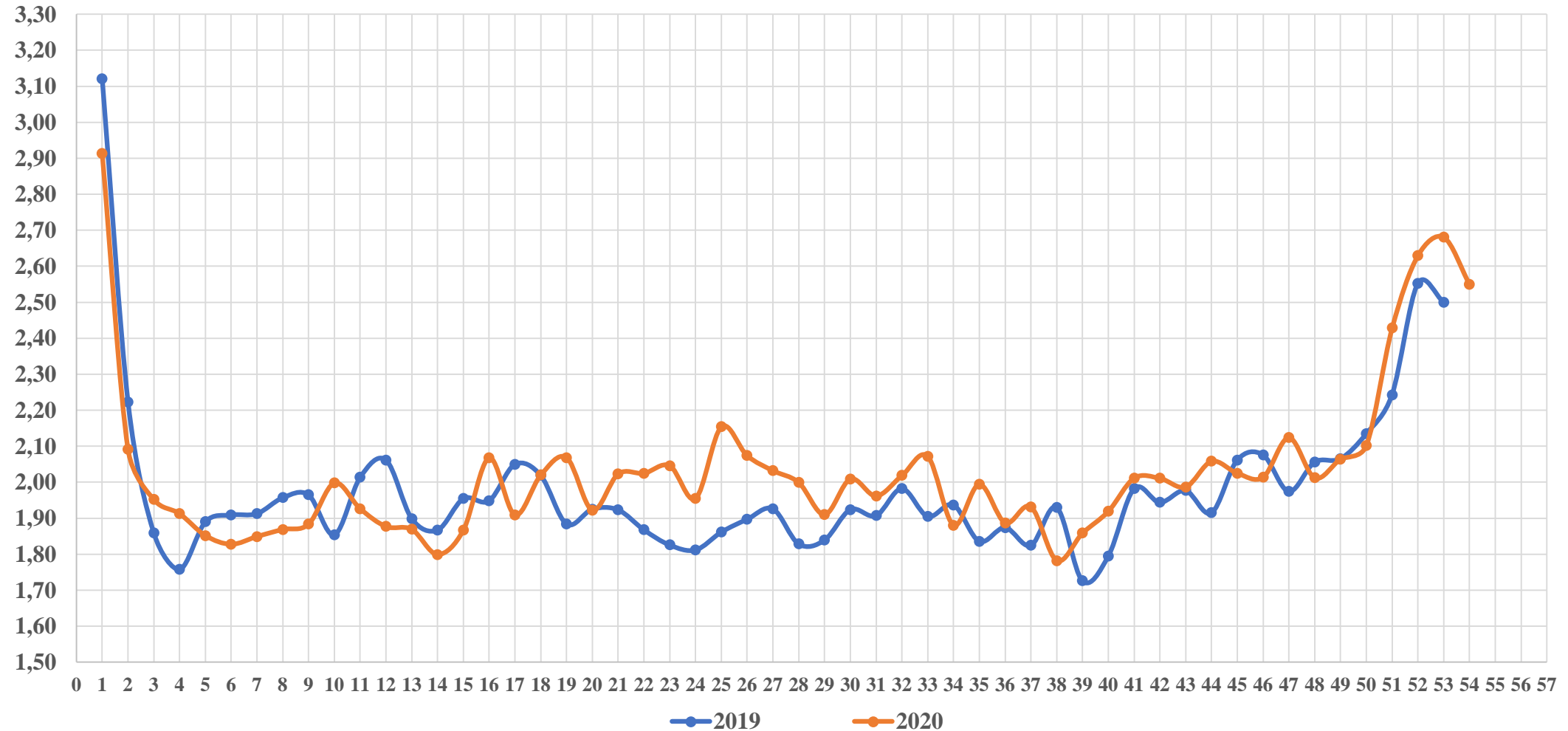


# Non PDO Wine

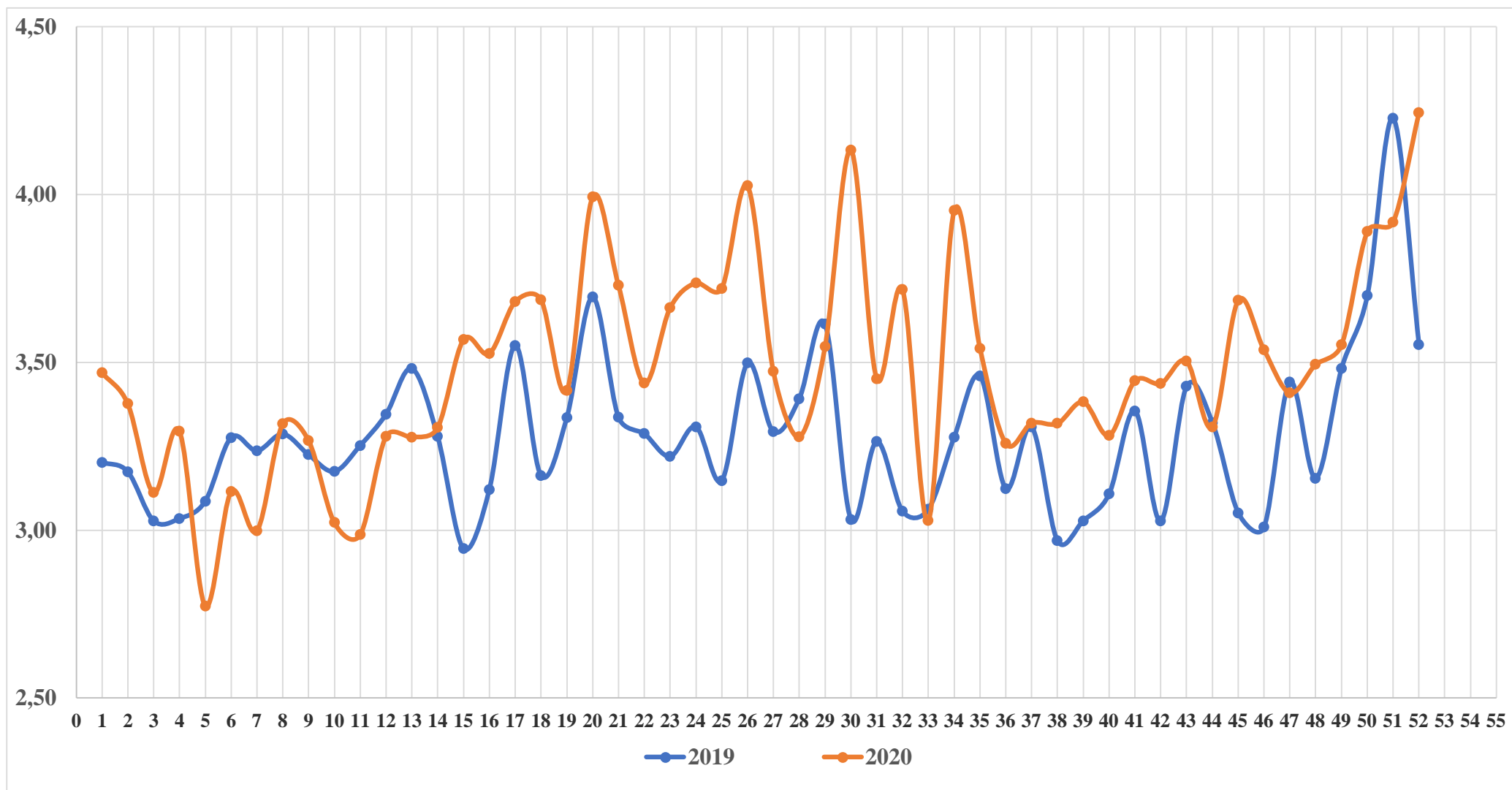
# Average volume bought per household per week for wine without PDO (I)



# Average Price (€/l) per week for wine without PDO



# Average expenditure per week for wine without PDO (€)





**Thank you very much for your  
attention**

