

## Wine: Incl Impact of COVID-19 - US - October 2020

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“The size and breadth of the wine category puts it in a strong position to respond to the impact COVID-19 has played on where, when, and how much consumers drink. In the near term, wine brands will need to define and own drinking occasions in an environment that limits the social interaction historically core to the drinking experience.”

– **Beth Bloom, Associate Director, US Food and Drink Reports**

This report looks at the following areas:

- **Wine weathered the 2008 storm, but the climate has changed**
- **Meet consumers where they are: at home, sometimes alone**
- **Smaller segments can use pandemic to kickstart long overdue growth**
- **Securing value in the bag (in box)**
- **Education will be a strong means of engagement**
- **Brands must aim at inclusivity**

COVID-19 has changed where, when, and how much consumers drink. The events of 2020 forced on-premise closures and halted large gatherings, limiting consumption to at-home, small scale occasions. As a result, total dollar sales of wine are expected to dip nearly 4% in 2020 to \$63 billion, the first overall decline since the great recession of 2008. While the category benefits from popularity among alcohol drinkers, second only to beer, brands already contending with waning alcohol interest and flight to RTDs will need to define and own wine occasions, present value and wellness, and, where possible, look outside the category for inspiration.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Boxed wine boom

Brands aim at inclusivity

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Boosting knowledge and confidence in the category can spur engagement

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## Wine Consumption

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