Beer drinkers during COVID-19

GWI.

Beer drinkers' behavior during the pandemic

Beer drinkers who...

Explore this data on our platform

- drunk more alcohol overall than they normally would
- drunk alcohol at times of the day they normally wouldn't

	China	UK	Brazil	U.S.A.	South Africa
%	17	24	21	25	8
	18	15	20	13	9

Speed in returning to public life*

% of beer drinkers across 20 countries who say they will return to the following immediately or very quickly after they reopen

Shops	Large outdoor venues	Large indoor venues
41%	22%	20%

Beer drinkers' travel plans for 2021 in the U.S. & UK

% of U.S./UK beer drinkers of the below brands who...

...say the following:	All beer drinkers	Budweiser	Coors Light	Corona	Guinness	Heineken	Stella Artois
Likely to book a vacation in 2021	48	45	52	43	57	58	39
Will spend more on travel in 2021	30	29	29	23	36	29	30

...plan on having the following types of vacations in 2021							
Long weekend (domestic)	29	22	35	27	43	32	33
Road trip	26	28	34	28	26	35	27
Short summer break (1 week)	21	20	30	26	21	26	22
Camping trip	18	25	24	21	24	24	13
City break	17	24	23	19	21	25	21

Beer drinkers of the following brands...

Budweiser

...who say that...

...they want brands to be	... this is important to them	... this describes them
Young	Standing out in a crowd	Fashion-conscious
33	30	38
1.28 IDX	1.37 IDX	1.43 IDX

Purchased beer online: Q1 2020 14, Q2 16, Q3 19
Researched beer online before purchasing: Q1 2020 13, Q2 13, Q3 17

...changed their alcohol behaviors due to COVID-19 in the following ways... (U.S., UK)

Tried new brands of alcohol	21
Ordered more alcohol for home delivery	21
Tried new types of alcohol	18
Purchased take away alcohol**	8

...say they have the following feelings toward indoor dining (Brazil, China, Germany, India, Italy, Japan, UK, U.S.)

47% feel somewhat/very comfortable with indoor dining

Their top 5 considerations for indoor dining

1.	Social distancing of tables/parties	68
2.	Temperature checks	63
3.	Provision of hand sanitizer	62
4.	Limiting people in restaurant/bar	59
5.	Contactless payments	52

Coors Light

Traditional	Maintaining traditional gender roles	Ambitious
24	24	41
1.29 IDX	1.45 IDX	1.28 IDX

Purchased beer online: Q1 2020 13, Q2 10, Q3 15
Researched beer online before purchasing: Q1 2020 11, Q2 9, Q3 12

Tried new types of alcohol	33
Tried new brands of alcohol	32
Ordered more alcohol for home delivery	26
Purchased take away alcohol**	21

40% feel somewhat/very comfortable with indoor dining

Their top 5 considerations for indoor dining

1.	Social distancing of tables/parties	64
2.	Provision of hand sanitizer	57
3.	Mandatory mask wearing when not seated	56
4.	Limiting people in restaurant/bar	55
5.	Contactless ordering/menus	51

Corona

Funny	Challenging myself	Adventurous
31	59	44
1.27 IDX	1.35 IDX	1.29 IDX

Purchased beer online: Q1 2020 12, Q2 11, Q3 17
Researched beer online before purchasing: Q1 2020 11, Q2 9, Q3 13

Tried new types of alcohol	25
Ordered more alcohol for home delivery	24
Tried new brands of alcohol	23
Purchased take away alcohol**	13

40% feel somewhat/very comfortable with indoor dining

Their top 5 considerations for indoor dining

1.	Social distancing of tables/parties	74
2.	Limiting people in restaurant/bar	67
3.	Provision of hand sanitizer	61
4.	Temperature checks	59
5.	Mandatory mask wearing when not seated	53

Guinness

Bold	Contributing to community	Adventurous
28	43	47
1.25 IDX	1.21 IDX	1.36 IDX

Purchased beer online: Q1 2020 12, Q2 12, Q3 14
Researched beer online before purchasing: Q1 2020 13, Q2 10, Q3 12

Tried new brands of alcohol	33
Tried new types of alcohol	27
Ordered more alcohol for home delivery	23
Purchased take away alcohol**	18

37% feel somewhat/very comfortable with indoor dining

Their top 5 considerations for indoor dining

1.	Social distancing of tables/parties	71
2.	Limiting people in restaurant/bar	56
3.	Provision of hand sanitizer	56
4.	Contactless payments	50
5.	Temperature checks	49

Heineken

Exclusive	Contributing to community	Social/ outgoing
32	44	51
1.26 IDX	1.26 IDX	1.25 IDX

Purchased beer online: Q1 2020 11, Q2 11, Q3 15
Researched beer online before purchasing: Q1 2020 9, Q2 10, Q3 12

Tried new brands of alcohol	21
Ordered more alcohol for home delivery	21
Tried new types of alcohol	19
Purchased take away alcohol**	9

35% feel somewhat/very comfortable with indoor dining

Their top 5 considerations for indoor dining

1.	Social distancing of tables/parties	68
2.	Limiting people in restaurant/bar	67
3.	Provision of hand sanitizer	61
4.	Mandatory mask wearing when not seated	57
5.	Temperature checks	55

Stella Artois

Smart	Challenging myself	Social/ outgoing
58	58	52
1.22 IDX	1.33 IDX	1.28 IDX

Purchased beer online: Q1 2020 13, Q2 12, Q3 14
Researched beer online before purchasing: Q1 2020 12, Q2 11, Q3 12

Tried new types of alcohol	24
Ordered more alcohol for home delivery	24
Tried new brands of alcohol	22
Purchased take away alcohol**	12

31% feel somewhat/very comfortable with indoor dining

Their top 5 considerations for indoor dining

1.	Social distancing of tables/parties	68
2.	Limiting people in restaurant/bar	60
3.	Provision of hand sanitizer	58
4.	Mandatory mask wearing when not seated	53
5.	Temperature checks	53

*Markets covered: China, India, USA, Brazil, Japan, Germany, Philippines, UK, France, Italy, Spain, South Africa, Canada, Poland, Australia, Romania, Belgium, Ireland, New Zealand, Singapore
**from a bar/restaurant/pub

Methodology: This infographic draws on data from GWI Core (Q1-Q3 2020), with a sample of 119,552 monthly beer drinkers across 39 markets including 12,501 Budweiser drinkers, 3,996 Coors Light drinkers, 14,118 Corona drinkers, 6,363 Guinness drinkers, 22,675 Heineken drinkers, and 7,594 Heineken drinkers. Other datasets used include Wave 4 of GWI coronavirus study with 10,887 monthly beer drinkers in 20 markets; December 2020 Zeitgeist with 4,989 monthly beer drinkers in 8 markets; and January 2021 Zeitgeist with 1,963 monthly beer drinkers in the U.S. & UK.

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