



provoke

insights

Beverage: Changes in Buying Behavior

June, 2020



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

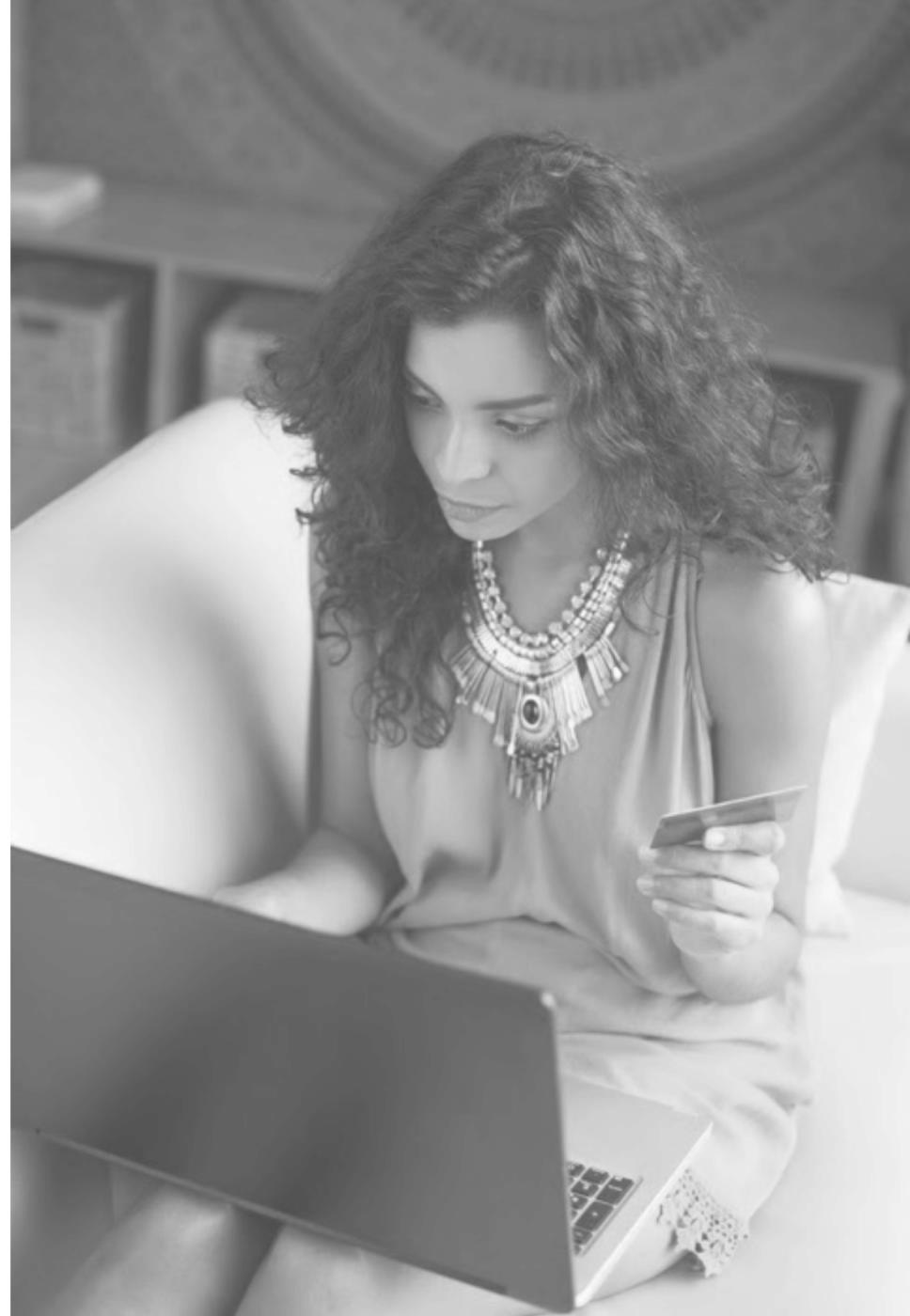
Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>





Overview

Alcohol Purchases



In the last three months, 27% of Americans are buying more liquor, wine, or beer. The increase in alcohol purchases is expected to remain high after the pandemic.

During COVID-19, online alcohol purchases spiked, but this online behavior is expected to go back down to Pre-COVID-19 levels.

A third of those who mix cocktails at home mention they are doing it more during the pandemic.

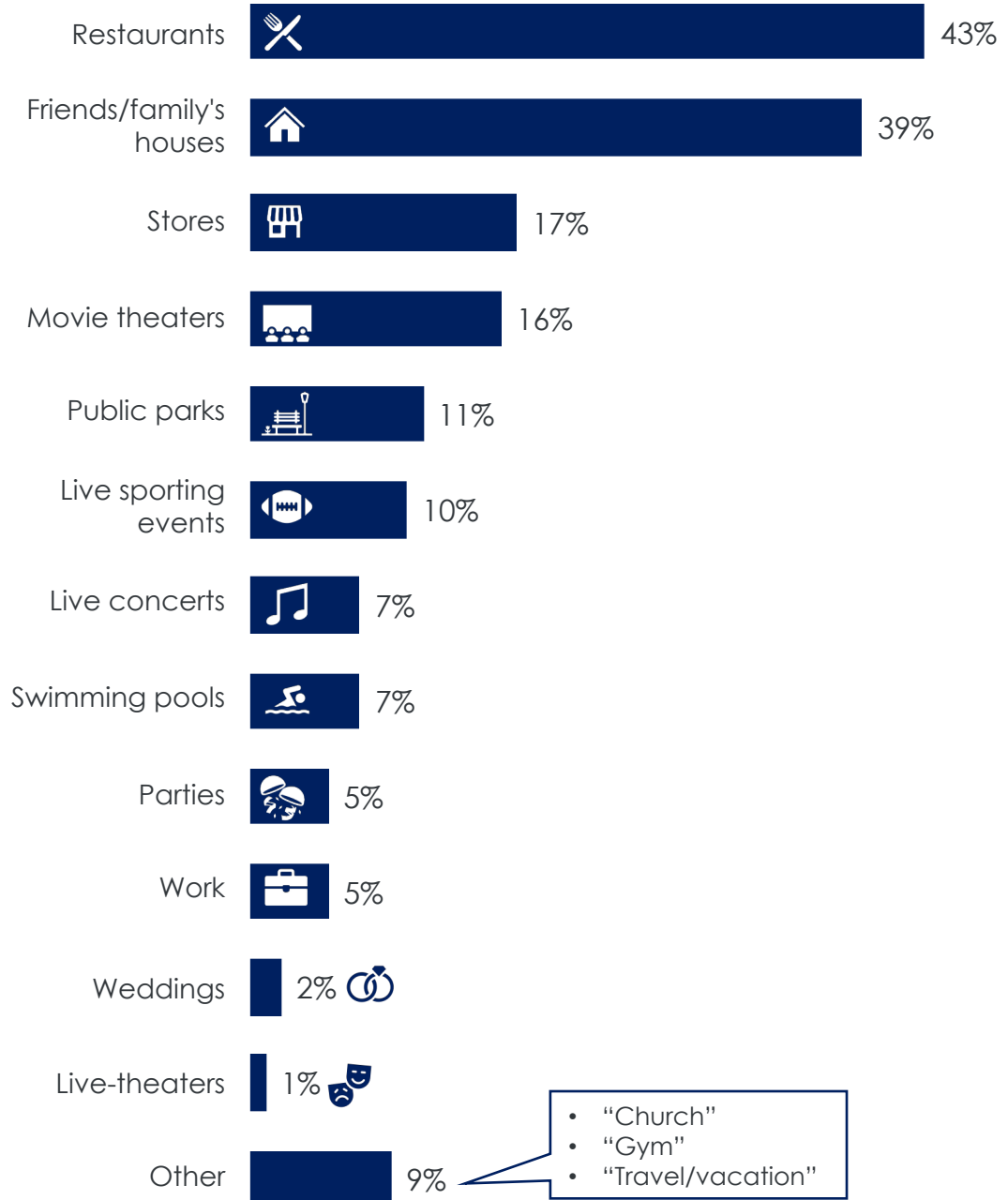
Coffee & Tea



A quarter of Americans say they are purchasing more coffee, followed by a sixth who mention they are buying more tea. The majority of these beverage drinkers say this upswing in beverage purchases will continue in the future.

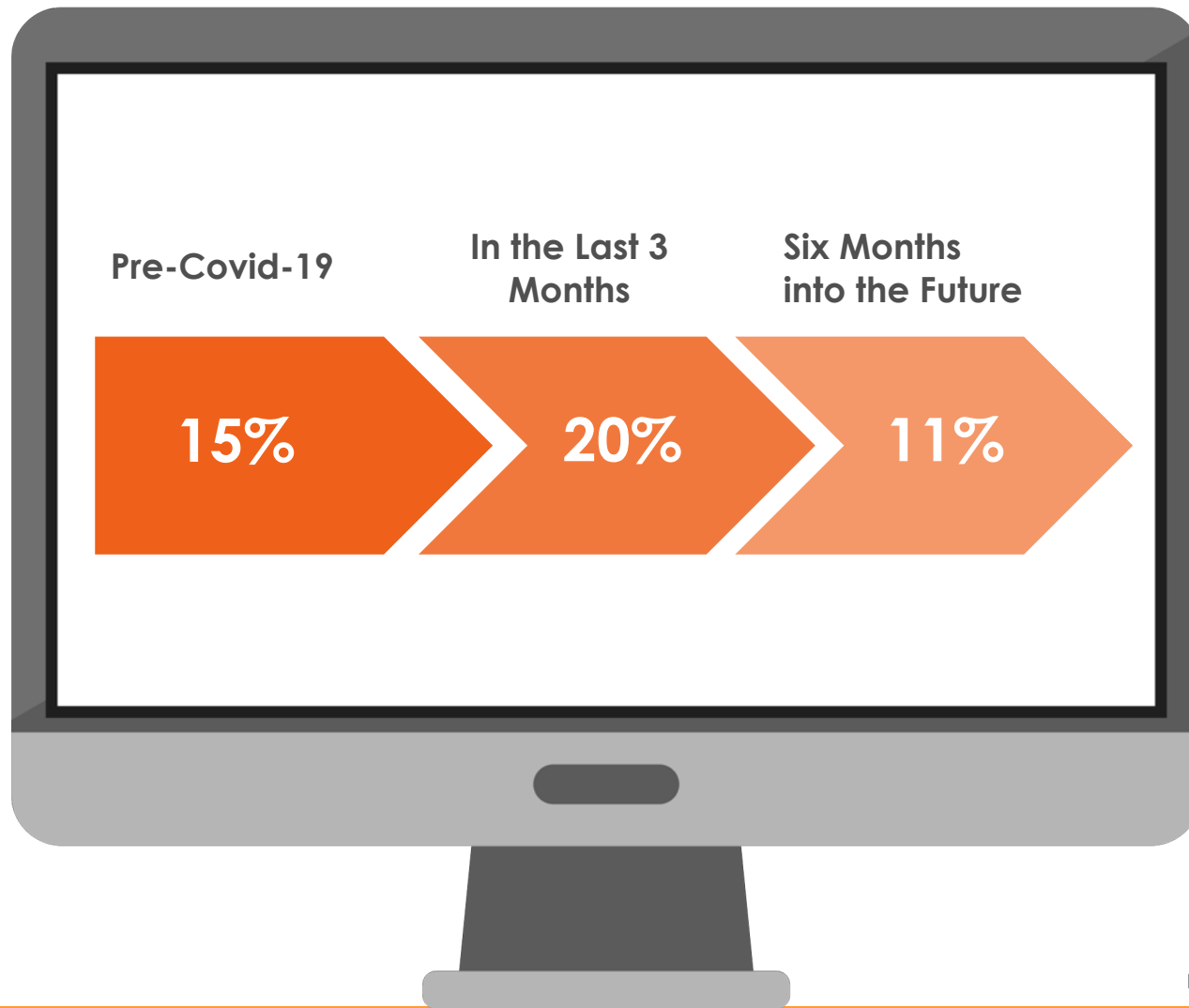
Excitement Around Returning to “Normal”

Americans are most excited to return to restaurants as restrictions are lifted, closely followed by their friends/family's houses.



Online Alcohol Purchase Habits

During the pandemic, online alcohol purchases increased. However, they are expected to go down after restrictions subside.



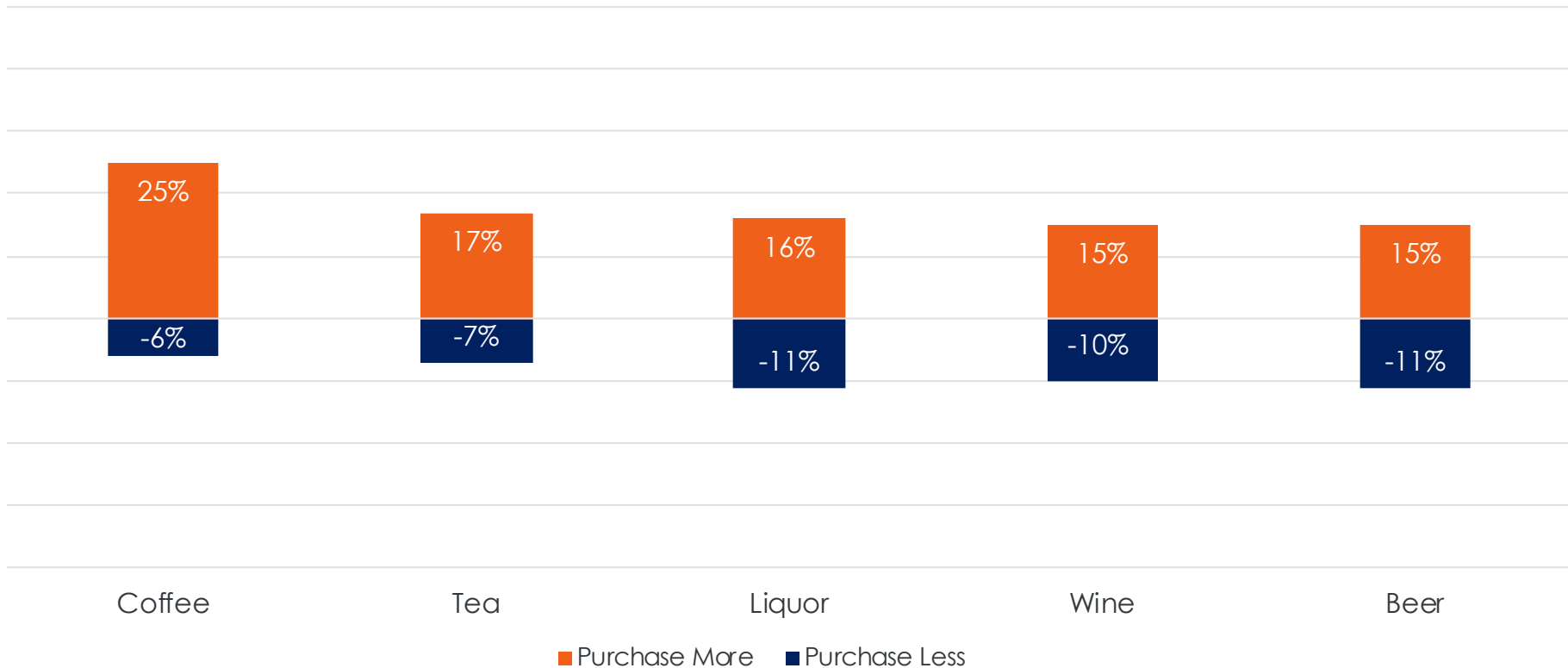
Base: All respondents (N=600)

Q. Which of the following items have you purchased online? / Thinking about six months into the future, which of the following items do you expect to purchase online?

At Home Beverage Purchases

Compared to pre-COVID-19, at home coffee purchases have surged.

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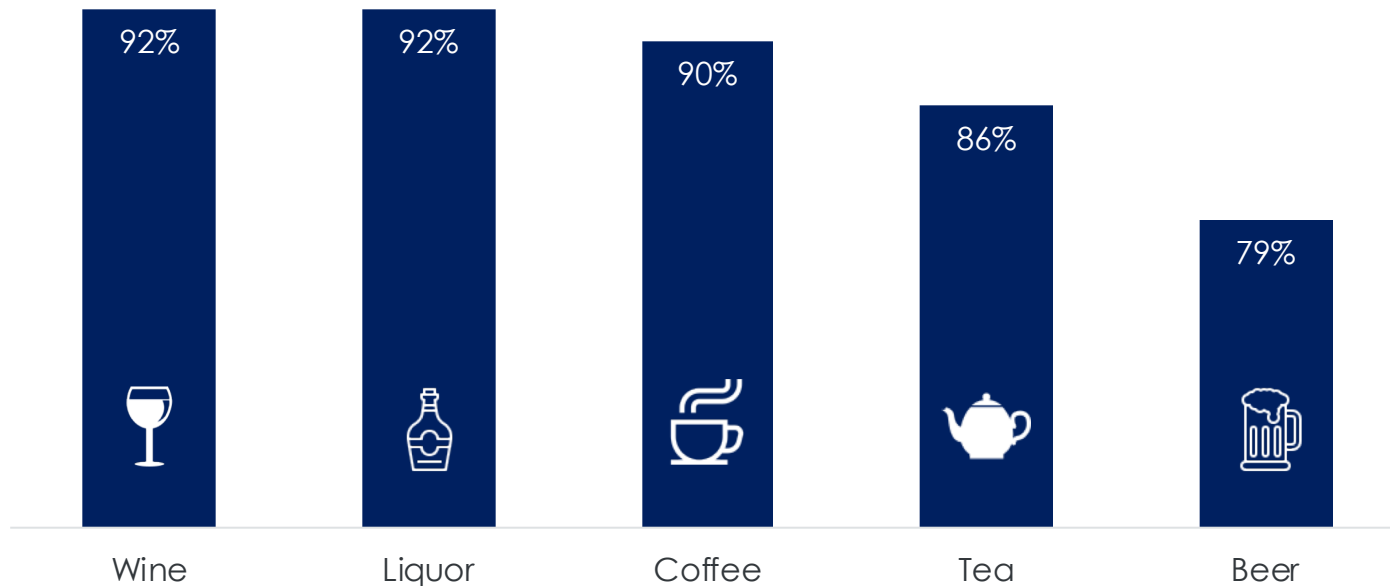


Future Home Beverage Purchasing Habits

The majority of beverage sales are expected to remain high in the future.



Increased Frequency of Purchase Will Continue



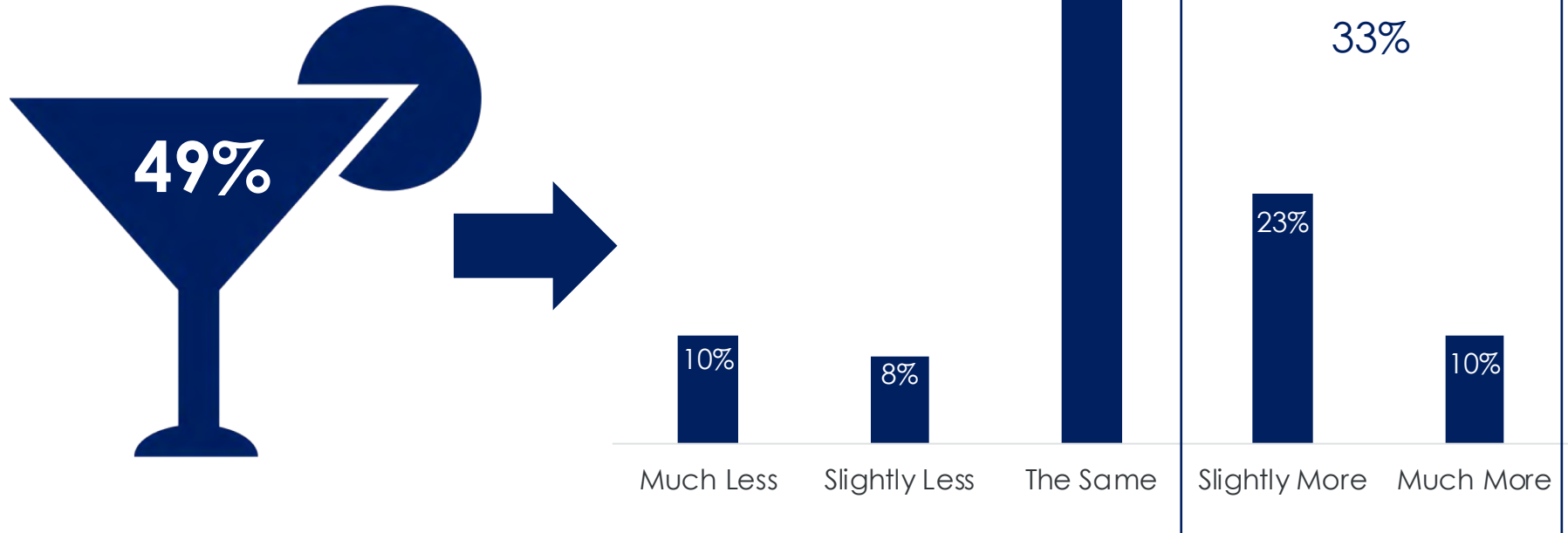
Q. Compared to Pre-COVID-19, what are your grocery purchasing habits? The amount I purchase is.. / Thinking about six months into the future, what do you think your grocery purchasing habits will be? The amount I purchase will be....

Base: Purchasing more of the item (Base size varies)

Cocktail Mixing Frequency

Over a third of people who participate in cocktail mixing say they are participating in it more frequency since Pre-COVID-19.

Participate in Cocktail Mixing



Get in Touch

For further information on this data, click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to understand each category further:



Gender



Geographical
Area



Household
Income



Generations



Marital Status



Economic
Beliefs



Employment
Status



Children in
Household



Optimism for
the Future