

Press release

WINE PARIS & VINEXPO PARIS SURVEY:
**MOSTLY POSITIVE RESULTS FOR WINEGROWERS,
WINE MERCHANTS AND DELICATESSENS IN 2020**

18 February 2021 – Using new tools or distribution channels, winegrowers along with wine merchants and delicatessens took a flexible approach to the challenges thrown up by Covid-19. Their assessment of 2020 is mostly positive, and underpinned by consumers continuing to enjoy wines and spirits.

Survey of winegrowers, wine merchants and delicatessens conducted by Wine Paris & Vinexpo Paris between 5 and 9 February 2021.*

Generally speaking, a positive outcome in a turbulent year

- A majority of **wine merchants and delicatessens** (60 %) say their revenue was good in 2020. In fact, 55 % of them even posted an increase in sales and 15 % say sales were stable vs 2019.
- For **winegrowers**, 34 % of respondents consider their results positive and 22 % stable compared with 2019.

Wine proved popular over the festive season

- In the last quarter of 2020, 58 % of **wine merchants and delicatessens** witnessed a clear increase in sales compared with the previous year.
- Over the period, **winegrowers** were able to bounce back with sales up for 25 % of them or at least unchanged for 28 %.

A dynamic approach by the sector boosted business

- **Wine merchants and delicatessens** constantly adapted to safety measures in their country by offering new services like online sales (18 %), home deliveries (20 %) outside normal working hours (5 %) or click & collect and curb side pick-ups (7 %) to offset virtually non-existent sales for private events (weddings...) and trade events (tastings...).
- Displaying initiative and creativeness, **winegrowers** were also proactive: 35 % of them created their own e-commerce website over the period; 22 % joined an online platform and 17 % developed sales to wine merchants and delicatessens. A total 67 % took the plunge and entered a new distribution channel.

Still wines and spirits performed well

- At **wine merchants and delicatessens**, red and white wines posted the best sales performance compared with 2019, an achievement probably bolstered by the part they played as evening drinks during lockdown and over the summer. Red and white wines performed equally well from a sales perspective: wine merchants and delicatessens posted a 53 % increase in sales of red wines, and 55 % for white wines.

- Spirits did similarly well, rising by 50 %, and confirming noticeable growth over the past few years.
- Conversely, sparkling wines, associated with celebratory events, suffered from lockdown.

Average spend up at wine merchants

- **At wine merchants and delicatessens**, average spend increased for white wines (45 %) and reds (49 %), followed by spirits (30%) whereas for sparkling wines it remained unchanged for 41 % of sales.

Although 66 % of **wine merchants and delicatessens** are optimistic about the future, **winegrowers** continue to express a certain amount of concern, whilst proving to be resilient. 65 % of them would like to maintain and develop their new distribution channels, including digital technology.

The survey demonstrated the strength of character among players in the world of wine. The sector, which is resilient by nature, successfully reinvented itself in order to bounce back, finding support among consumers who continued to purchase wines and spirits.

* Self-administered questionnaires. Survey of a panel of 658 wine producers and 737 wine merchants and delicatessens.

For more information, visit wineparis-vinexpo.com

About WINE PARIS & VINEXPO PARIS

Stemming from the merger of VinoVision and Vinisud, an initiative by all of the founding and partner wine marketing boards, WINE PARIS (created by COMEXPOSIUM and managed by 13 French wine marketing boards) strengthened its position through its alliance with VINEXPO, the creator of international events for wine and spirits professionals. In 2020, Wine Paris & Vinexpo Paris became a flagship event in the Vinexposium group portfolio.

About Vinexposium

Owned jointly by Comexposium, a global event organiser, and Vinexpo Holding, Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium embraces an enhanced range of high-performance events, tailored to different market segments, with a portfolio of 10 iconic and recognised events: Wine Paris & Vinexpo Paris, WOW! Meetings, Vinexpo New York, Vinexpo Hong Kong, WBWE Asia, Vinexpo Bordeaux, Vinexpo Shanghai, WBWE Amsterdam, as well as Vinexpo Explorer and World Wine Meetings.

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