

Italian Wine Consumption after Covid-19: New and Disrupted Habits

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Abstract

In Italy, wine is an integral part of most people's habits and lifestyle. The advent of a traumatic event as the Covid pandemic, though, brought deep changes in people's life: economic instability and normality disruption led consumers to revise their priorities and to modify their consumption and purchase behavior. The following study analyses the impact of socio-demographics, psychological and context-related modifications induced by the pandemic on wine consumption and purchase patterns. An online structured survey was delivered to a sample of Italian wine consumers and Logistic Regression was applied. Results highlight consuming wine is a deeply rooted habit in Italian consumers' life which resisted the great context modifications following the pandemic. Changes in wine consumption, moreover, are connected to that of other alcoholic beverages. Psychological difficulties show no direct effect on variations in wine consumption frequency, while some significant indirect effects emerged. Information collected is paramount to understand wine consumers reaction and behavioral changes induced by the pandemic and effectively plan market(ing) strategies during new peaks of infection.

Key words: Covid; wine consumption habits; habits disruption; stress.
