

## PRESS RELEASE



### **New global survey shows drinking down in lockdown**

**Brussels, 5 June 2020** - A new global survey shows that over eight in ten drinkers are drinking less or the same amount of alcohol as before the lockdown, with the figures for Europe even more encouraging.

The survey of more than 11,000 people across nine countries, conducted by YouGov for the International Alliance for Responsible Drinking (IARD), found that 84% of drinkers are not drinking more than they were before, and almost one in three have cut down on their consumption, or stopped completely. The numbers are even stronger in major European markets, with 87% of French drinkers and 88% of German drinkers now drinking the same or less than they were before the lockdown.

Ulrich Adam, Director General of spiritsEUROPE, a member of IARD, said:

“Despite some misleading reports which focused on bulk buying of alcohol in retail stores at the start of lockdown, this survey adds to the clear evidence that the vast majority of people are continuing to drink responsibly, and that many have cut down substantially or stopped altogether.”

This survey is supported by data from the The IWSR Drinks Market Analysis group, which is forecasting double-digit declines in alcohol sales throughout 2020 and a very slow recovery to pre-crisis levels. It is also supported by McKinsey’s May 2020 Survey of Consumer Sentiment which shows that consumers intend to spend significantly less on alcohol in future, with ‘net spending intent’ down 18% in Belgium, 20% in Denmark, 29% in Italy, 33% in France and 43% in Poland.

Ulrich Adam continued:

“The fact that restaurants and bars have been closed across most of Europe for months has had a massive impact on how and whether people choose to drink. We will continue to work to address harmful drinking and the importance of responsible behaviour – we will continue to invest in our responsible drinking initiatives across Europe - but we must also work with governments and with our colleagues in the hospitality sector to do whatever we can to help get these businesses safely back on their feet.”

**-ENDS-**

#### **NOTES TO EDITORS**

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- **spiritsEUROPE** proudly represents one of Europe’s most valuable agri-food export sectors and, with it, the interests of 31 associations of spirits producers as well as 10 leading multinational companies. More information can be found here: <https://spirits.eu/>
- **The International Alliance for Responsible Drinking (IARD)** is a not-for-profit organization dedicated to addressing harmful drinking worldwide. IARD is supported by its member companies from all sectors of the regulated alcohol industry. (<https://iard.org/>)
- All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 11,678 adults. Fieldwork was undertaken between 13th and 21st May 2020 across nine countries (Australia, South Africa, Mexico, France, United States, Germany, United Kingdom, Japan and New Zealand).
- The survey was carried out online. The figures have been weighted and are representative of all country adults (aged 18+).
- The IWSR is the global repository for alcohol market data. Its latest forecast can be found here: <https://www.theiwsr.com/global-beverage-alcohol-is-not-expected-to-rebound-until-2024/>
- McKinsey’s May 2020 Survey of Consumer Sentiment can be found here: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/global-surveys-of-consumer-sentiment-during-the-coronavirus-crisis>
- Responsible drinking initiatives across Europe: [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu)