



DIRECT-TO-CONSUMER REPORT

WHO USES DIRECT-TO-CONSUMER CHANNELS IN THE USA AND WHY?



REPORT PRICE: GBP 500 or 1 Report Credit

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Introduction to the Direct-to-Consumer report



"The direct-to-consumer wine retail industry in the United States, covering everything from tasting room sales to mail order and online retail, has been the "next big thing" for some time. The country's most famous wine district, Napa Valley, virtually pioneered the idea of modern, commercial wine tourism, complete with restaurants and slick tasting room sales operations. America also gave birth to the first purely online wine retailers, amid the optimistic glow of the dot-com boom.

Yet as the second decade of the 21st Century rumbles onward, the direct-to-consumer wine channel has yet to hit the American mainstream. There are plenty of legitimate excuses for this underperformance. A briar patch of varying state and local regulation awaits any organization hoping to sell wine directly to consumers. While the industry campaign to remove some of the more pesky rules has scored some notable successes, the legal playing field is still tilted in favor of the traditional wholesale-retail channel. However, there are also plenty of reasons to be cheerful about the future. Especially with the explosion of interest in the wine category among younger "Millennial" drinkers, who increasingly interact with the world online, is transforming interest levels in wine online.

This report highlights several untapped opportunities for growth . . . as an important and probably lucrative channel for those brand owners and retailers who invest wisely now."

Excerpt of full report introduction

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Wine Intelligence
March 2012



- The **quantitative data** for this report was collected in September 2011
 - The data was gathered via Wine Intelligence's Vinitrac® online survey, with a sample size of 1,001 US wine drinkers, meeting the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Drinks wine at least once a month
 - Earn annual household income \$60,000 or more
 - The survey data was post-weighted to be representative of US wine drinkers in terms of annual household income of \$60,000 or more
 - Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The **qualitative data** was gathered through in-depth interviews with consumers using direct channels in November and December 2011
 - Structured discussion guide with opportunities for open-ended questions
 - Interviews were completed throughout the East Coast of the US

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