

Report Brochure



# SPARKLING WINE IN THE AUSTRALIAN MARKET

 OCTOBER 2013



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## Sparkling wine brand awareness

% who have heard of the following brands

Base: All Australian sparkling wine drinkers aware of the individual brand

Rank in October 2013	Brand	%	Rank in October 2013	Brand	%
1	Yellowglen	67%	23	Martini Asti	26%
2	Moët & Chandon	65%	24	Krug	25%
3	Jacob's Creek Sparkling	62%	25	Taittinger	22%
4	Dom Pérignon	60%	26	Grant Burge Sparkling	21%
5	Wolf Blass Sparkling	52%	27	Jansz	20%
6	Brown Brothers Sparkling	50%	28	Evans & Tate Sparkling	19%
7	Bollinger	50%	29	Orlando Trilogy	19%
8	Yellow Tail Sparkling	48%	30	Yarraburn	18%
9	Omni	47%	31	Lindauer	17%
10	Yalumba Sparkling	46%	32	Clover Hill	15%
11	Oyster Bay Sparkling	40%	33	Freixenet	13%
12	Seaview Brut	38%	34	Petaluma Croser	12%
13	Queen Adelaide	38%	35	Lanson	11%
14	Veuve Clicquot	37%	36	Di Giorgio	11%
15	De Bortoli Sparkling	37%	37	Taltarni	11%
16	Hardy's Sparkling	36%	38	Ninth Island	11%
17	Cockatoo Ridge	33%	39	Deutz	11%
18	Seppelt Sparkling	33%	40	Amiri	10%
19	Banrock Station Sparkling	31%	41	Emeri	7%
20	Domaine Chandon	28%	42	Zonin	6%
21	Peter Lehmann Sparkling	27%	43	None of these	5%
22	Mumm	27%			



“Sparkling wine is big business in Australia. Almost half the nation’s 17.2 million adults enjoy sparkling wine. Of these consumers, more than half enjoy fizz at least once a month”.

“Australia makes some world-class sparkling wine, and its inhabitants provide an eager and convenient audience”.

“Imports are taking a larger share of sales and driving the small levels of growth, and appeal in particular to younger and more involved drinkers”.

“Australian sparkling has an enduring reputation for quality, far higher than any import, apart from Champagne where quality expectations are near comparable”.

“Stronger prospects for lower cost imported sparkling wines as economy cools and AU\$ weakens, although some negative perceptions of the taste of imported sparkling wine to overcome”.

“Sparkling wine is considered a significantly more sophisticated drink than spirits (though admittedly marginally less sophisticated than still wine). Packaging is considered more attractive than in most other drinks categories. And general product quality is perceived to be high”.



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Over 20% of on-trade drinking occasions for sparkling wine are now for casual occasions, involving no meal



Sparkling wine occasions in the on-trade  
% who drink sparkling wine for the following on-trade occasions  
Base=48 Australian sparkling wine drinkers (n=2,251)



Women are more likely to drink sparkling for most on-trade occasions, particularly for special

### Australian market for sparkling wines: Key facts about sparkling wine in Australia



Source: Wine Intelligence, Victoria\* Australia, August 2021, n=2,458 Australian also



[4] See appendix for cross-tabulation data point

- The sparkling wine market in Australia has broad appeal with 8.1M consumers who drink sparkling wine at least once per year, of whom 4.3M drink sparkling wine at least once per month
- Imports are taking a larger share of sales and driving the small levels of growth, and appeal in particular to younger and more involved drinkers
- Australian sparkling has an enduring reputation for quality, far higher than any import, apart from Champagne where quality expectations are near comparable
- Stronger prospects for lower cost imported sparkling wines as economy cools and AU\$ weakens, although some negative perceptions of the taste of imported sparkling wine to overcome



# Research methodology:

## Vinitrac<sup>®</sup> Australia methodology



- The data for this study was collected in August 2013
- Data was gathered via Wine Intelligence's Vinitrac<sup>®</sup> online survey of 2,469 all alcohol drinkers with 1,255 Australian sparkling wine drinkers, meeting the following requirements:
  - Adult drinking age
  - Permanent resident of the country
  - Drinks sparkling wine
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was quota-based and post-weighted to be representative of Australian sparkling wine drinkers in terms of age, gender and SEG





For more information about Wine Intelligence please contact us:

UK Office:

Wine Intelligence

109 Maltings Place

169 Tower Bridge Road

London

SE1 3LJ

Telephone: +44 (0)20 7378 1277

Australia Office:

Wine Intelligence

Level 5

11 Queens Road

Melbourne

VIC 3004

Telephone: +61 (03) 9869 7155

Email: [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)

Web: [www.wineintelligence.com](http://www.wineintelligence.com)

Twitter: <http://twitter.com/wineintell>

Facebook: <http://www.facebook.com/wineintelligence>