Report Brochure

SPARKLING WINE IN THE AUSTRALIAN MARKET

OCTOBER 2014




REPORT PRICE: • AUD 2,775 or 3 Report Credits

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Excerpts from the introduction

"At a quick glance, the sparkling wine market in Australia looks bright, being the 9th largest sparkling wine market globally (in terms of volume). An impressive statistic when taking into account the relatively small Australian population."

"About half of all alcohol drinkers in Australia drink sparkling wine, making Australia a market of around 8.3 million sparkling wine drinkers, of which 1 in 5 are enjoying fizz on a weekly basis."

"Domestic volumes started to show signs of decline again last year, after a slight increase in 2012 that bucked a longer term decline in domestic sparkling volumes."

"Meanwhile, Champagne and, to a lesser degree, Italian sparkling wines are still growing. New Zealand, and Spain from a small base, even grew last year, despite showing longer term decline".

"When we examine year-on-year behaviour within the sparkling wine category, most of the measures remain quite stable. The category is attracting the same number of drinkers as a year ago and they are enjoying fizz at a similar frequency and sticking to similar sparkling brands."

Natasha Rastegar,
Country Manager,
Australia and New Zealand

Report price

Report price:

AUD 2,775
GBP 1,500
USD 2,475
EUR 1,800

Report credits:
3

55 page PowerPoint report

Research methodology:
Sampling and quotas used for Vinitrac® Australia

- The data for this study was collected in August 2013 and August 2014

- Data was gathered via Wine Intelligence's Vinitrac® online survey of Australian all alcohol drinkers and sparkling wine drinkers:
  - 2013 - 2,469 all alcohol drinkers and 1,255 sparkling wine drinkers.
  - 2014 - 1,522 all alcohol drinkers and 739 sparkling wine drinkers

- Respondents meet the following requirements:
  - Adult drinking age
  - Permanent resident of the country
  - Drink sparkling wine (for sparkling wine category)

- 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 and gender

Portraits methodology

Quantitative

- Data collection:
  - The data for this report was collected in April, October 2011, May 2012 and March, April 2014
  - Data was gathered via Wine Intelligence's Vinitrac® Australia online survey and is representative of all Australian regular wine drinkers
  - Sampling: quotas / stratified
- Screening criteria:
  - Respondents were required to drink wine at least twice per month, to drink at least red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade
- Data processing:
  - Invalid responses (those who completed the survey too quickly, or who "straight-lined" through selected questions) were removed from the sample
  - The survey was post-weighted in terms of age and gender
- Sample distribution:
  - The distribution of the sample is shown in the table

Qualitative

- Focus groups and in-depth interview were collected to support this study in April 2014, in Sydney and Melbourne
  - 4 x 1hr focus groups with Developing Drinkers, Mainstream Bargain Hunters, Contented Casuals, Newbies
  - 4 x in-depths with Adventurous Connoisseurs

Research methodology

IWSR 2014

- Measures from the IWSR correspond to actual wine consumption figures. This means sales into the trade (on + off premise)
- The IWSR visits each market each year. Discussions are held with key local experts in the market including importers, producers, grey market operators, duty free operators, and supermarket/hypermarket buyers.
- All volume data is given in thousand 9 Litre Cases
- In the breakdown by country of origin, IWSR includes (depending on the market and the size of the category) the following two categories: 'Other' and 'International'
  They are defined as followed:
  - 'Other': category including wine blends (normally in bulk or bottled without specified country of origin) and wines from other countries with volumes too small to break out separately
  - 'International': Category including wine brands that have wines from various countries
- The IWSR includes the following types of wine in its definition of 'wine':

Definitions	
WINE =	
Still light wine +	Sub-categories
Sparkling (Champagne & other) +	
Fortified +	
Light aperitifs (vermouth…) +	
Other (rice wines...)	

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