

Report Brochure



SPARKLING WINE IN THE UK MARKET

 MAY 2015



REPORT PRICE • GBP 1,500 • 3 Report Credits

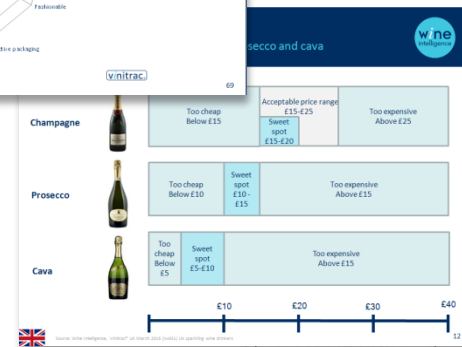
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77 page
 PowerPoint
 report



*All prices exclusive of VAT, GST or relevant local sale taxes at the current rate

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Excerpts from the introduction



"Nowhere in wine is the phrase horses for courses more apt than the UK sparkling wine market. When the going's easy, consumers have a flutter on the trusted favourites from Champagne, but when the ground's heavy they're more likely to lower their stakes but back an outsider region with a lower pedigree but plenty of potential."

"A thirst for fizz among younger consumers especially has helped make the UK the fastest growing for sparkling wine of the top 10 global markets and, despite the high penetration rates for Champagne and cava, it's Prosecco that's growing fastest and being drunk more frequently by those it can already count among its converts."

"Overall, the market is skewed slightly towards women and the highest consumption for all types of sparkling wine is found in under 45s, with Champagne most frequently consumed by 18-24s."

"Perception of quality shouldn't be confused with popularity and over twice as many consumers think Prosecco offers "very good" value for money as they do for Champagne. Ninety-five per cent think Prosecco offers very good or good value for money."



Richard Halstead
COO
May 2015



Research methodology:

Sampling and quotas used for Vinitrac® UK



- The data for this study was collected in January 2013, March 2014 and March 2015
- Data was gathered via Wine Intelligence's Vinitrac® online survey of more than 500 UK 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 UK sparkling wine drinkers in terms of age, gender and SEG



- 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 +

Sparkling (Champagne & other) +

Fortified +

Light aperitifs (vermouth...) +

Other (rice wines...)

Sub-categories



Each Vinitrac[®] survey starts with questions to screen respondents:

- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Wine and alcohol drinking frequency

... and rejects all respondents who do not fulfil these Vinitrac[®] criteria



Each sample is representative of the 'regular' wine or alcohol drinking population in that market and is therefore valid; a sample size of at least 500 consumers ensures results are reliable. It's like a 'smaller' version of the wine drinking population at large



We comply with both MRS and ESOMAR codes and guidelines for market research practice



WHY IS VINITRAC® NOT A PANEL?

- Panels are good for monitoring detailed purchase activity but require regular input from exactly the same complete group of respondents
- This requires more time from respondents, for which they are paid, and panels are therefore more heavily skewed towards home-based consumers, e.g. students and home-makers
- This group of a country's wine-drinking population does not fully represent the accurate weighted sample of adult regular wine drinkers on which Vinitrac® insights are based

HOW DOES VINITRAC® WORK?

- Invitations to participate in Vinitrac® are distributed to adult consumers in each market
- Consumers interested in a wine survey are directed to an URL address, which welcomes them to the online survey
- Wine Intelligence monitors incoming completed responses to build a sample representative of the wine drinking population of the target market
- When a representative sample of at least 1,000 (US: 2,000) is logged, the survey is closed



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