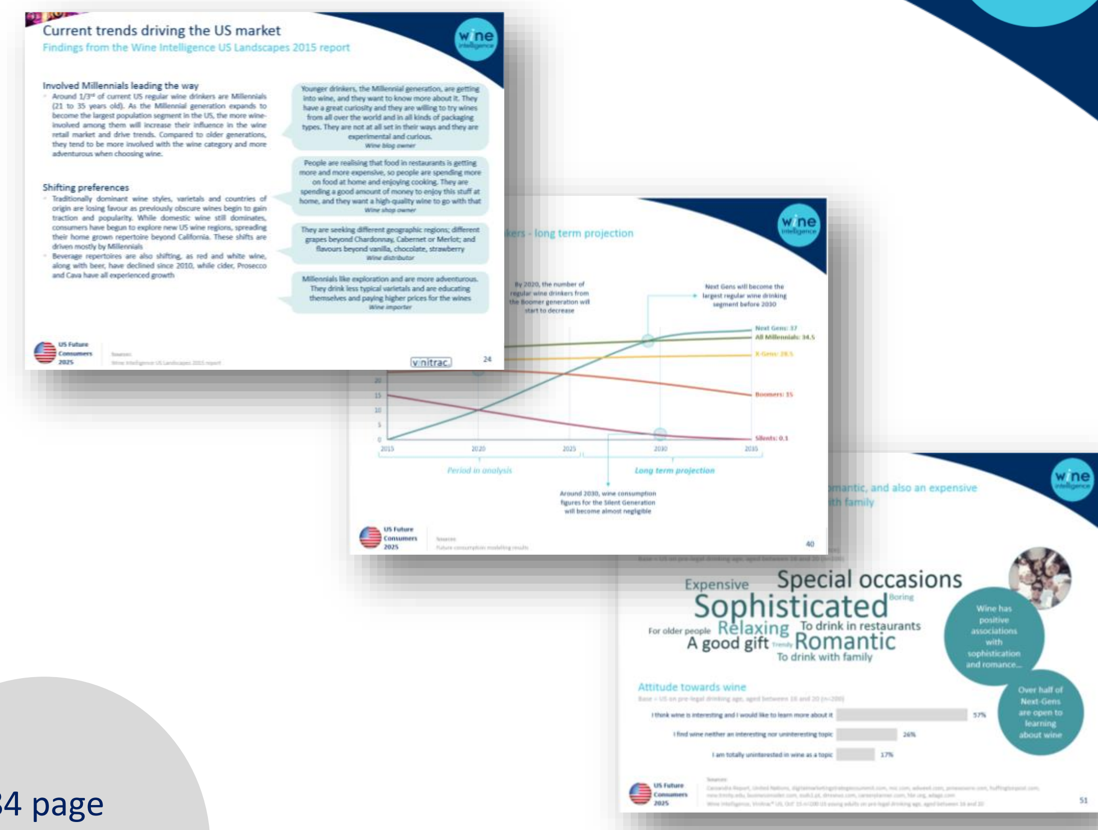
Report Brochure

FUTURE WINE CONSUMERS IN THE US MARKET

NOVEMBER 2015

REPORT PRICE • USD 3,200 • GBP 2,000 • EUR 2,800 • AUD 4,400 • 4 Report Credits

Report price



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84 page PowerPoint report

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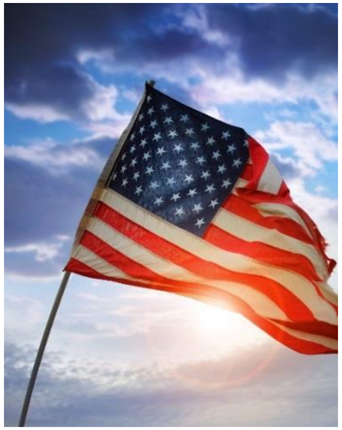
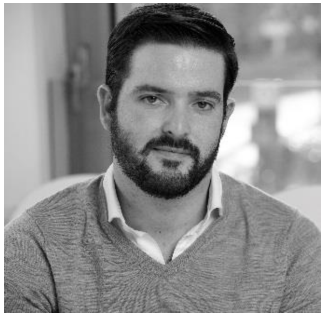


'When asked to think about the future, market researchers tend to become very uncomfortable. In typical futurology, the hard data, the provable facts are conspicuously absent. So the question is asked: why do this kind of exercise at all?'

'In fact, the future of the US wine market really is worth exploring in some depth. It is the largest and most valuable market for wine on Earth, and the changing population and cultural norms suggest it will consolidate its #1 ranking further over the next 10 years.'

'Whether one likes it or not, the fortunes of the world wine industry are indelibly linked to the behaviour of the American wine drinker over the next decade.'

'It therefore seems appropriate to explore who that drinker of 2025 might be, and what they might want from the wine category.'



Luis Osório
Senior Research Analyst
Wine Intelligence

Research methodology

Vinitrac®

How does Vinitrac® work?

1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

Vinitrac® methodology

Overview

- The data for this survey was collected in the US in March 2015, August 2015 and October 2015
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
- 4,187 US regular wine drinkers (March + August 2015)
- 2,001 US regular wine drinkers (October 2015)
- 200 US young adults (October 2015)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of US regular wine drinkers in terms of age, gender and region

Research methodology

Secondary sources / Desk research:

We conducted a complex desk research process across studies and articles from different publicly available sources, including:

- Cassandra Report
- United Nations
- digitalmarketingstrategiessummit.com

Future consumption modelling:

We developed an econometric model based on a number of primary and secondary data inputs, including:

- Historical number of regular wine drinkers
- Historical number of regular wine drinkers per generation
- On-premise and off-premise spend means

Trade Interviews programme (n=12):

Wine Intelligence developed a unique contact list over the last 15 years, putting together relevant names of the industry around the world. 12 industry specialists were interviewed from different sectors such as:

- Import
- Distribution
- Retail
- Restaurant chains

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Format: 84 page PowerPoint (PDF)
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