

Report Brochure



# THE UK WINE MARKET LANDSCAPE REPORT

November 2015

REPORT PRICE • GBP 2,500 • EUR 3,500 • USD 4,000 • AUD 5,500 • 5 Report Credits



# Report price

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GBP 2,500

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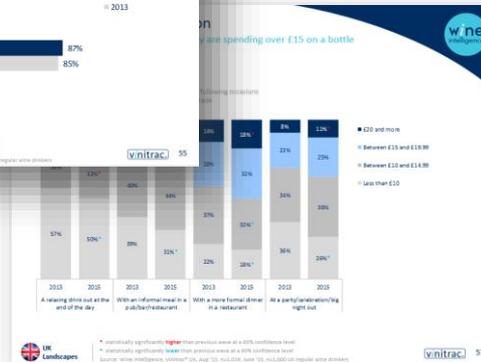
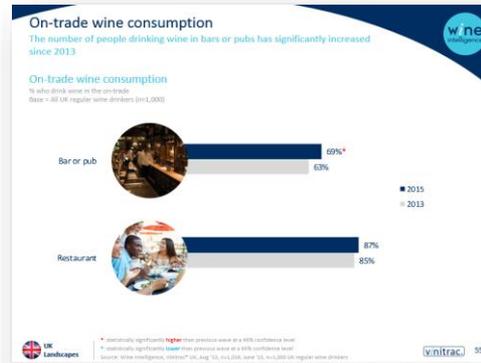
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Price also includes supporting data in Excel

(All Vinitrac® questions with cross-tabulations by gender, age, UK regions, consumer segmentation, typical off-trade spend and typical on-trade spend)

89 page PowerPoint report



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‘As the UK steadily progresses on its path towards economic recovery, so also do the effects of the “feel-good factor”, mentioned in last year’s UK Landscapes report, which continue to have their beneficial effect on the UK wine-drinking market.’

‘The improvement shown in this year’s UK Landscapes report is visible in the significant changes in the quality of the average wine-drinker’s beverage repertoire and in UK consumer spending both in the on- and off-trade.’

‘Sparkling wines are performing exceptionally well in the UK market, with consumption figures increasing year-on-year and no sign of their losing their fizz. Although Champagne remains the nation’s favourite sparkling wine, the clear leader is the Italian sparkling wine, Prosecco, which has gained over 4 million drinkers since 2013.’

‘The general positive feeling amongst UK wine consumers is also reflected in their spending in both the off- and on-trade. In the UK, we are seeing more people choosing to go out to pubs and restaurants and also willing to spend more on a bottle, particularly on a more formal dinner or at a party/big night out.’



*Luis Osório*  
*Senior Research Analyst*  
*Wine Intelligence*

- The data for this survey was collected in UK in August 2013, August 2014 and June 2015
- Data was gathered via Wine Intelligence's Vinitrac<sup>®</sup> online survey:
  - 1,019 UK regular wine drinkers (August 2013)
  - 1,001 UK regular wine drinkers (August 2014)
  - 1,000 UK regular wine drinkers (June 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-trade or in the trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of UK regular wine drinkers in terms of age and gender

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Format: 89 page PowerPoint (PDF) + supporting data table (Excel)

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If you have any questions, please contact your local Wine Intelligence office:

#### **AVIGNON**

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: [jean-philippe@wineintelligence.com](mailto:jean-philippe@wineintelligence.com)

#### **CAPE TOWN**

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: [dcoutras@iafrica.com](mailto:dcoutras@iafrica.com)

#### **DELAWARE**

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: [erica@wineintelligence.com](mailto:erica@wineintelligence.com)

#### **FRANKFURT**

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: [wilhelm@wineintelligence.com](mailto:wilhelm@wineintelligence.com)

#### **LONDON**

Eleanor Hickey, Assistant to the CEO | T +44 020 7378 1277 | Email: [eleanor@wineintelligence.com](mailto:eleanor@wineintelligence.com)

#### **SYDNEY**

Natasha Rastegar, Australia Country Manager | T +61 (0) 428 755 057 | Email: [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)

#### **TRIESTE**

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: [pierpaolo@wineintelligence.com](mailto:pierpaolo@wineintelligence.com)