

Report Brochure



THE US WINE MARKET LANDSCAPE REPORT

November 2015

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



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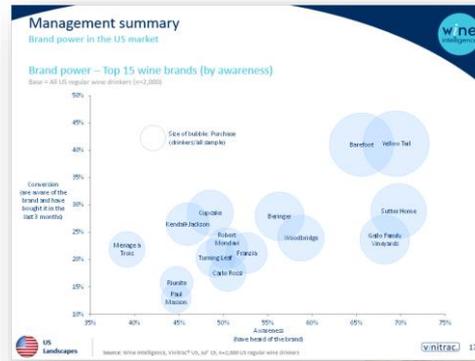
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Price also includes supporting data in Excel

(All Vinitrac® questions with cross-tabulations by gender, age, US regions and divisions, consumer segmentation)

96 page PowerPoint report



Higher spending, affluent wine consumers who are adventurous & confident in their wine choices

Middle-aged younger Boomers & older Generation Xers, affluent and from professional households.

- Foodies who enjoy eating out
- Keen winery visitors & continue to buy wine directly from them
- Wine drawn from a broad range of countries & regions or origin
- Willing to track up on wine spend – particularly for more formal occasions
- Enjoy giving and receiving wine recommendations



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Excerpts from the introduction

‘The leviathan of all wine markets, the US tops all other countries in terms of sheer volume of wine consumption. Despite this, per capita consumption of still light wine remains surprisingly low, at only 11 litres per annum among adults. America’s strength, therefore, lies in its number of monthly wine-drinking adults, which amounts to 93 million people.’

‘But let’s not get over-confident; there are various potential threats and challenges looming on the horizon. A general movement towards healthier living is causing many people to drink less alcohol, while innovation in other categories is leading to a rise of alternative beverages, which are increasingly stealing market share from the wine category.’

‘As the make-up of regular wine drinkers changes, so does the whole of the market landscape. An interesting finding of this report is an increase in experimentation, which is having an impact on the selection of grape varieties and countries of origin that people choose to drink.’



Luis Osório
Senior Research Analyst
Wine Intelligence

- The data for this survey was collected in US in March 2013, March 2014 and July 2015
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey:
 - 2,044 US regular wine drinkers (March 2013)
 - 2,027 US regular wine drinkers (March 2014)
 - 2,000 US regular wine drinkers (July 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

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Format: 96 page PowerPoint (PDF) + supporting data table (Excel)

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