

Report Brochure



THE GERMAN WINE MARKET LANDSCAPE REPORT

JULY 2016



Report price

Report price:

GBP 2,500

USD 3,500

AUD 4,750

EUR 3,250

Report credits:

5

Price also includes supporting data in Excel

(All Vinitrac® questions with cross-tabulations by gender, age and regions.)

72 page PowerPoint report



Intro to Germany landscapes report 2016

Deliverables



Insights to help your business flourish

The Germany Landscapes 2016 report includes:



- Report with the latest information regarding the German wine market, supported by:
 - Wine Intelligence Vinitrac
 - Wine Intelligence market experience
 - Secondary sources
 - Trade interviews

		wine intelligence		All sample		Gender		Age & groups				
				Male	Female	LDA-24	25-34	35-44	45-54	55-64		
Wine attitude												
	I enjoy trying new and different styles of wine on a regular basis	42%	43%	42%	48%	53%	54%	46%	35%	35%		
	I don't mind what I buy so long as the price is right	12%	16%	9%	36%	20%	13%	8%	7%	7%		
	I know what I like and I tend to stick to what I know	46%	41%	50%	16%	27%	34%	46%	53%	53%		
Wine involvement statements												
	Drinking wine gives me pleasure	85%	80%	88%	75%	72%	87%	87%	88%	88%		
	Generally speaking, wine is reasonably priced	62%	58%	63%	61%	58%	66%	63%	63%	63%		
	I like to take my time when I purchase a bottle of wine	67%	58%	63%	58%	58%	63%	67%	67%	64%		
	Deciding which wine to buy is an important decision	57%	57%	57%	58%	51%	57%	53%	62%	62%		
	I always look for the best quality wine I can get for my budget	54%	58%	58%	43%	64%	59%	51%	57%	57%		
	I have a strong interest in wine	46%	48%	44%	33%	45%	51%	45%	44%	44%		
	Wine is important to me in my lifestyle	39%	38%	38%	33%	45%	42%	41%	38%	38%		
	Compared to others, I know less about the subject of wine	33%	32%	33%	43%	41%	38%	32%	30%	30%		
	I feel competent about my knowledge of wine	30%	35%	28%	33%	32%	35%	30%	28%	28%		
	Generally speaking, wine is an expensive drink	27%	27%	28%	34%	35%	35%	24%	23%	23%		
	I don't understand much about wine	26%	21%	23%	36%	31%	28%	26%	22%	22%		
Wine involvement												
	Low involvement	27%	28%	25%	34%	34%	23%	25%	27%	27%		
	Medium involvement	38%	37%	40%	38%	33%	37%	41%	37%	37%		
	High involvement	35%	35%	35%	30%	33%	41%	34%	36%	36%		
Closure												
Screw-cap												
	I don't like buying wine with this closure	27%	27%	28%	20%	28%	21%	30%	33%	33%		
	Neutral	45%	48%	43%	51%	50%	51%	42%	40%	40%		
	I like buying wine with this closure	27%	25%	29%	29%	22%	28%	23%	27%	27%		
Synthetic cork												
	I don't like buying wine with this closure	25%	22%	28%	18%	21%	24%	23%	31%	31%		
	Neutral	60%	64%	57%	57%	61%	56%	66%	57%	57%		
	I like buying wine with this closure	15%	14%	15%	25%	18%	20%	11%	12%	12%		

- User-friendly data table with all the measures from Vinitrac showing significances, cross tabbed with:
 - All German regular wine drinkers in 2016
 - Gender groups
 - Age groups
 - German regions
- Tracking data vs. 2015

Our team is always available in case you need guidance on how to use our data tables

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Excerpts from the introduction

“With centuries of entrenched wine-drinking tradition, Germany is not only the 4th largest wine market in the world but also ranks among the most mature and developed. German wine drinkers are seasoned consumers, well accustomed to both domestic and international wines, and for whom this drink has long since featured as part of a quotidian routine.”

“Such markets, comprised of experienced, savvy consumers, are often slow to change and devoid of the electric dynamism and vibrancy characteristic of newly emerging markets where wine is just finding its feet. In place of kaleidoscopic shifts in patterns of consumer behaviour and purchase trends, established markets frequently exhibit much subtler changes.”

“As wine becomes more routine, price naturally plays a greater role. German drinkers are more and more concerned with getting the best they can for their budget (54% versus 45% in 2015), and there has been a significant increase in those who are predominantly concerned with price (12% vs 7% in 2015).”

“Perhaps the most striking news is the bubbling-over of the sparkling category. Sekt is up significantly on 2015 at 72%, and German sparkling wine drinkers are diversifying their sparkling repertoire, popping Champagne, Cava and Prosecco all with more vim than in previous years.”

“What this evidence suggests is that, albeit as a well established market, albeit at a slower pace than some, Germany too is on the move.”

- The data for this survey was collected in Germany in March 2015, and March 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 1,004 German regular wine drinkers (March 2015)
 - 1,005 German regular wine drinkers (March 2016)
- 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 on-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 German regular wine drinkers in terms of age, gender and region

- The data for this study was collected in March 2015 and June 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 965 German sparkling wine drinkers in 2015
 - 838 German sparkling wine drinkers in 2016
- Respondents were screened to ensure that they drink at least one type of sparkling wine
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The 2015 and 2016 data are representative of German sparkling wine drinkers in terms of age, gender and region

How does Vinitrac® work?

1) Defining the right samples: how many wine drinkers are there in each market?

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market among all adults 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: Targeting the right consumers

- 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: Achieving a valid sample

- 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

REPORT PRICE: • GBP 2,500 • USD 3,500 • AUD 4,750 • EUR 3,250 • 5 Report Credits

Format: 72 page PowerPoint (PDF) + supporting data table (Excel)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/wine-landscape-reports/>

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