

Report Brochure



SPARKLING WINE IN THE AUSTRALIAN MARKET



SEPTEMBER 2016

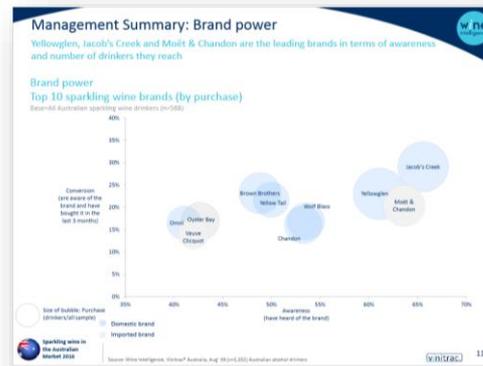


Report price

Report price:
 AUD 2,850
 GBP 1,500
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 3

Report also includes profiling by Portraits: A guide to understanding the positioning and performance of sparkling wine in the Australian market by consumer segments

67 page PowerPoint report

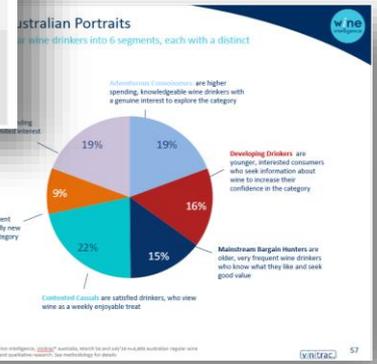


CONSUMER CAUSES

- Less frequent drinkers and lower spenders, making this group the most treat-able
- Most wine attitudes and behaviour are in line with the average Australian wine drinker
- Aren't looking to invest more time or money shopping for wine than necessary
- Tend to reserve wine drinking to weekends for relaxing and socialising with friends over a meal
- Open to trying new brands within scope of the mainstream category and report that they know their budget

REASONS

- Small group of lower spenders but interesting because they are also the youngest with potential to grow into more valuable consumers
- Enjoy wine when socialising with friends
- Inexperienced drinkers, who don't feel confident in their wine knowledge, but are not yet prepared to invest time (or money) learning about the category
- Relay heavily on recommendations to make decisions
- Shop for wine whenever convenient
- Alcohol brands out for these drinkers, who like the convenience



‘Australia is now the 9th largest sparkling wine market in the world in terms of volume, with just under half (45%) of Australian adults drinking sparkling wine.’

‘In terms of region of origin, the Champagne region of France, France and New Zealand perform stronger than their domestic counterparts in awareness and conversion to purchase and the Champagne Moët & Chandon is a consistently high achiever across all brand health measures.’

‘When we delve into the different styles of sparkling wine, however, sparkling wine from Australia continues to have the greatest consumption reach of all sparkling wine types. Amongst sparkling wine drinkers, Australian sparkling wine also has the highest value for money perceptions and ranks only behind Champagne (from France) when graded on perceived quality.’

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Research methodology:

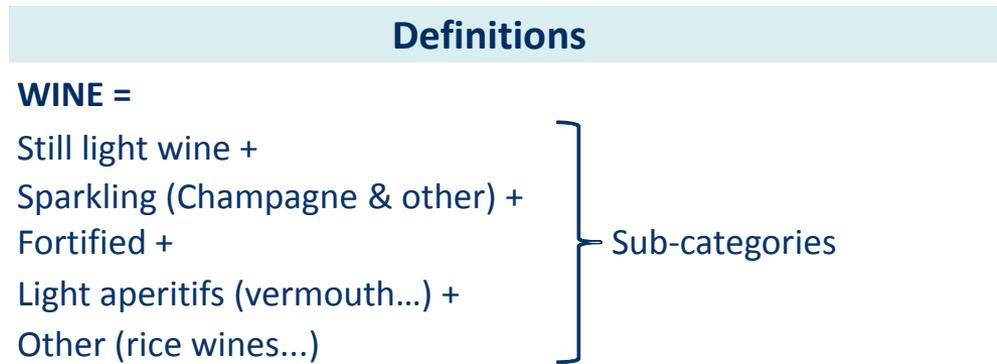
Sampling and quotas used for Vinitrac® Australia



- The data for this study was collected in August 2013, August 2015 and July 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey of Australian all alcohol drinkers and sparkling wine drinkers:
 - 2013 - 2,469 all alcohol drinkers and 1,255 sparkling wine drinkers
 - 2015 – 1,201 all alcohol drinkers and 621 sparkling wine drinkers
 - 2016 – 1,202 all alcohol drinkers and 588 sparkling wine drinkers
- Respondents meet the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Drink sparkling wine (for sparkling wine category)
- 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 Australian sparkling wine drinkers in terms of age and gender



- 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':



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