



# Portraits



Wine Intelligence

Australia 2016

# Report price

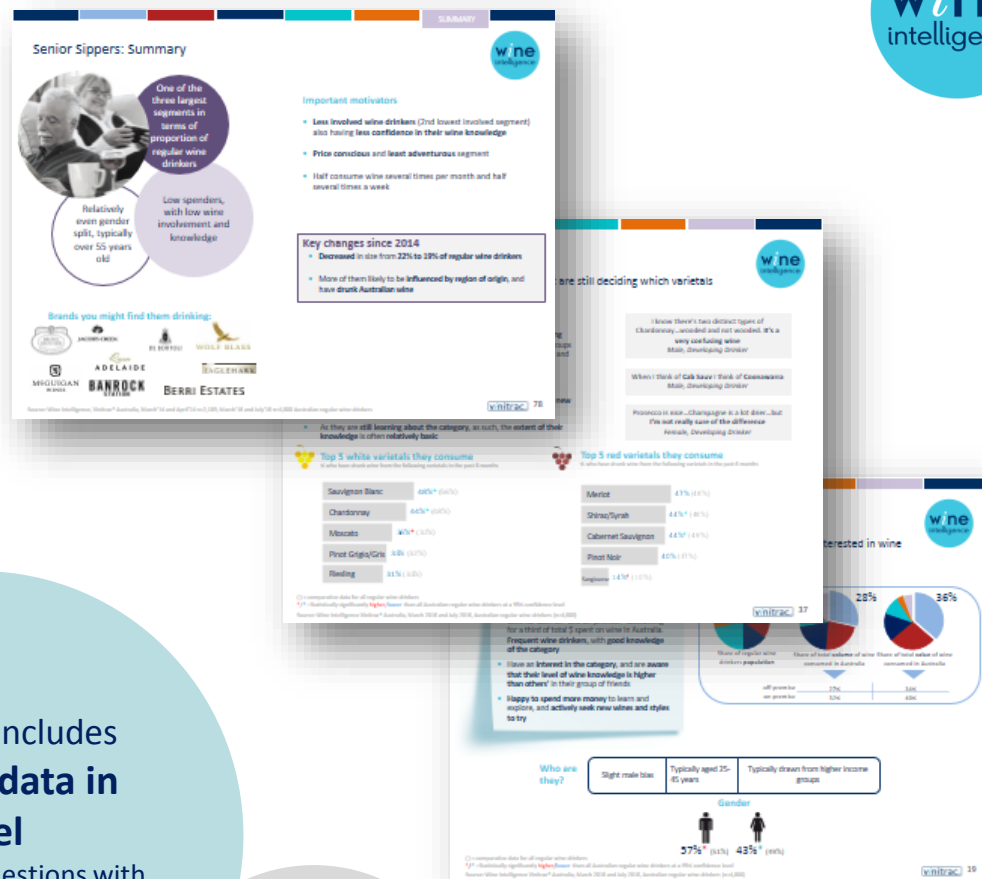


Report price:  
AUD 4,750  
GBP 2,500  
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5

Price also includes  
**profiling data in Excel**  
(All Vinitrac® questions with cross-tabulations by the segments)

88 page  
PowerPoint  
report



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# Excerpts from the introduction

“Followers of Wine Intelligence will be aware that we are advocates of market segmentation in order to effectively target and ultimately position for specific audiences. In order to produce our wine drinker segments, we use cluster analysis to group together consumers who have a similar relationship with wine – in terms of what, how often, where, and why they drink wine.”

“The output of this cluster analysis process amongst Australian regular wine drinkers delivers six distinct consumer segments – in terms of their relationship with wine...Adventurous Explorers, Developing Drinkers, Mainstream Value Seekers, Contented Casuals, Newbies and Senior Sippers.”

“*Adventurous Explorers* are not only adventurous, but also confident in their level of wine knowledge, and see wine as an important part of their lifestyle.”

“...*Mainstream Value Seekers* are highly involved and knowledgeable wine drinkers, and also Australia’s most frequent wine drinking segment...due to their more discerning approach to buying wine.”

“*Developing Drinkers* are younger, high spending, wine drinking consumers, with ‘conservative’ views of wine and are growing and developing their wine knowledge as their experience grows.”

“*Contented Casuals*...are now the largest segment of regular wine drinkers in Australia...they still care about the wines they are drinking and are willing to listen to recommendations from friends, family and shop staff...”

“Lastly, *Senior Sippers*...are typically unengaged with the category...drinking almost exclusively Australian wine...”

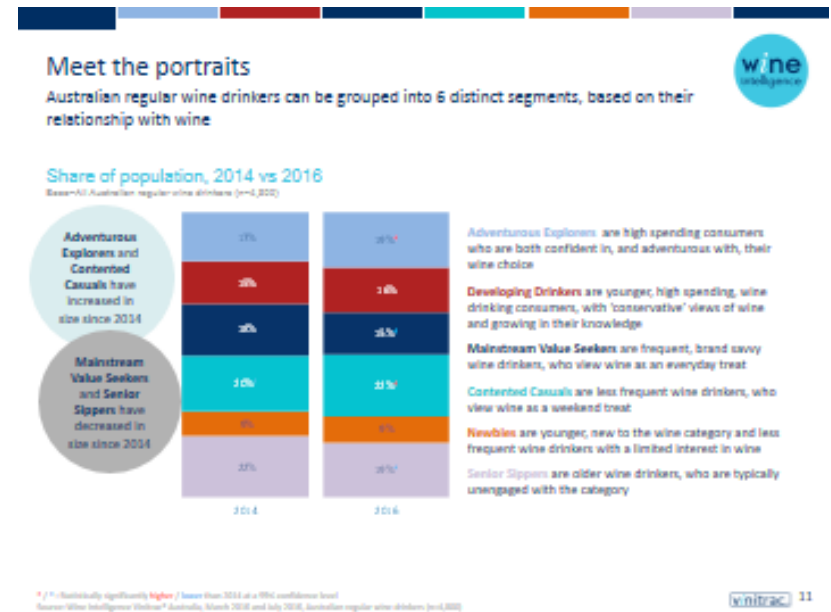
Liz Lee  
Country Manager,  
Australia and New Zealand



# What is Australia Portraits?



- To help wine businesses better target their consumers, Wine Intelligence has developed a segmentation of Australia regular wine drinkers, which we call Portraits
- We use latent class analysis to group consumers who have similar levels of spend on wine per occasion, frequency of wine consumption per occasion and attitudes towards wine
- We then study these consumer groups through quantitative and qualitative research (including through focus groups, interviews, and through our online survey platform Vinitrac®) to build a deep understanding of how they behave and what motivations lie behind their wine consumption



# How can I use Portraits?

## Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
  - **Who** they are
  - **Why** they drink wine
  - **What** they drink
  - **Where and how** they buy wine
  - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviours of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target.

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products.

## Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

# Quantitative Methodology

- The quantitative data for this study was collected in March and April 2014, March and July 2016
- Quantitative data was gathered via Wine intelligence's Vinitrac® online surveys with 2,189 in 2014 and 4,800 in 2016 Australian regular wine drinkers
- Respondents were required to drink wine at least once per month, to drink red, white or rosé wine and to buy wine in the off-premise and/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 surveys were post-weighted to be representative of Australian regular wine drinkers in terms of age, gender and region

# Qualitative Research Methodology: Focus Groups and Depth Interviews

## Qualitative research, August and September 2016

- Focus groups and in-depth interviews were collected to support this study in August and September 2016, in Sydney and Melbourne
- 4 x 1.15hr focus groups with:
  - Developing Drinkers
  - Mainstream Value Seekers
  - Contented Casuals
  - Adventurous Explorers
- 30 minute in-depth interviews were conducted with:
  - 5 Developing Drinkers
  - 3 Newbies



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

Format: 88 page PowerPoint (PDF) + supporting data table (Excel)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/consumer-segmentations/>

Contact us directly: [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)

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