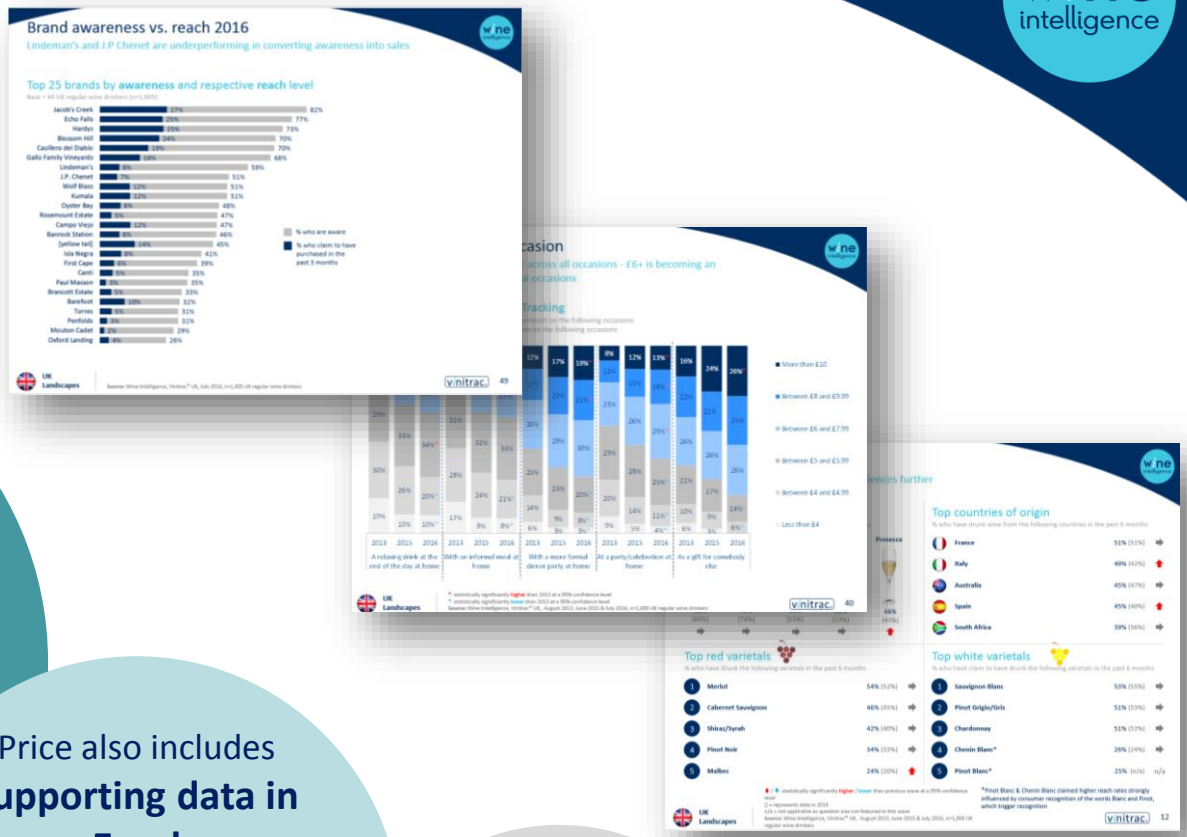
Report Brochure

THE UK WINE MARKET
LANDSCAPE REPORT 2016
OCTOBER 2016

Report price

Report price:
GBP 2,500
USD 3,500
AUD 4,750
EUR 3,100
Report credits:
5



Price also includes **supporting data in Excel**
(All Vinitrac® questions with cross-tabulations by gender, age and regions, Portraits group, off-trade and on-trade spend, and tracking versus 2015 and 2013)

71-page PowerPoint report

*All prices exclusive of VAT, GST, or relevant local sale taxes at the current rate

Intro to the UK Landscapes 2016 Report

Deliverables

Insights to help your business flourish

The UK Landscapes 2016 report includes:

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

		All sample	Gender		Age 6 groups				
			Male	Female	LDA-24	25-34	35-44	45-54	55-6
Wine attitude									
	I enjoy trying new and different styles of wine on a regular basis	42%	43%	42%	48%	53%	54%	46%	35%
	I don't mind what I buy so long as the price is right	12%	16%	9%	35%	20%	13%	8%	7%
	I know what I like and I tend to stick to what I know	46%	41%	50%	18%	27%	34%	46%	59%
Wine involvement statements									
	Drinking wine gives me pleasure	85%	80%	89%	75%	72%	87%	87%	88%
	Generally speaking, wine is reasonably priced	62%	58%	65%	61%	59%	66%	63%	59%
	I like to take my time when I purchase a bottle of wine	61%	58%	63%	58%	58%	63%	61%	64%
	Deciding which wine to buy is an important decision	57%	57%	57%	56%	51%	57%	53%	62%
	I always look for the best quality wines I can get for my budget	54%	50%	56%	43%	64%	59%	51%	51%
	I have a strong interest in wine	46%	48%	44%	33%	45%	51%	46%	44%
	Wine is important to me in my lifestyle	39%	39%	38%	33%	45%	42%	41%	36%
	Compared to others, I know less about the subject of wine	33%	32%	33%	43%	41%	38%	32%	30%
	I feel competent about my knowledge of wine	30%	35%	26%	30%	32%	36%	30%	26%
	Generally speaking, wine is an expensive drink	27%	27%	28%	34%	35%	35%	24%	23%
	I don't understand much about wine	26%	21%	29%	36%	31%	28%	26%	22%
Wine involvement									
	Low involvement	27%	28%	25%	34%	34%	23%	25%	27%
	Medium involvement	39%	37%	40%	36%	33%	37%	41%	37%
	High involvement	35%	35%	35%	30%	33%	41%	34%	35%
Closure									
Screw-cap	I don't like buying wine with this closure	27%	27%	28%	20%	28%	21%	30%	33%
	Neutral	45%	48%	43%	51%	50%	51%	42%	40%
	I like buying wine with this closure	27%	25%	29%	28%	22%	28%	27%	27%
Synthetic cork	I don't like buying wine with this closure	25%	22%	28%	16%	21%	24%	23%	31%
	Neutral	60%	64%	57%	57%	61%	56%	66%	57%
	I like buying wine with this closure	15%	14%	15%	27%	18%	20%	11%	12%

- User-friendly data table with all the measures from Vinitrac showing significances, cross tabbed with:
  - All UK regular wine drinkers in 2016
  - Gender groups
  - Age groups
  - UK Regions
  - Portraits groups
  - Typical off- and on-trade spend
- Tracking data vs. 2015 and 2013

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

Contents

Excerpts from the introduction

‘If you need evidence that the UK market is changing, a good starting point would be the number of wine drinkers currently active in the UK. From a high of 29 million in 2014, we now estimate that the monthly wine drinking population has fallen to around 28 million today. Those who still indulge in a regular drink are trading up and spending more than before for every occasion tested. While volumes are down, spend per bottle is growing in the off-trade and the notion of “less, but better” has become a key consumer driver. Deep discount multi-buy offers are showing a long-term decline in importance as a choice cue for buying wine, whereas country of origin, region of origin, brand, and recommendations are taking centre stage in the beauty pageant that is the supermarket wine aisle.’

‘Today, 36% of regular wine drinkers state they are highly involved with wine and consider choosing wine as an important decision. This coincides with a statistically significant reduction in unadventurous drinkers who claim to “know what I like and tend to stick to what I know”. When making choices, drinkers are increasingly attracted to wines from non-traditional varietals and new origins. Less mainstream grape varieties such as Tempranillo and Carmenère have experienced a boost in popularity to the detriment of more common varietals such as Cabernet Sauvignon and Chardonnay. Drinkers are also developing tastes beyond the traditional France-Australia axis: Argentina and New Zealand remain big growth stories.’

‘The rise of better-informed and more adventurous regular wine drinkers has produced a fundamental shift in the way UK consumers shop and what they consume. For the first time in 5 years Aldi and Lidl aren’t growing their wine consumer base. Only 16% of UK regular wine drinkers have bought wine from Aldi in the last 6 months compared to 18% in 2015, and 12% from Lidl - no change from 2015.’

Research Methodology

Vinitrac®

- The data for this survey was collected in the UK in August 2013, July 2015 and July 2016

- Data was gathered via Wine Intelligence's Vinitrac® online survey:

- 1,019 UK regular wine drinkers (August 2013)
- 1,000 UK regular wine drinkers (July 2015)
- 1,005 UK regular wine drinkers (July 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 UK regular wine drinkers in terms of age and gender

REPORT PRICE: • GBP 2,500 • USD 3,500 • AUD 4,750 • EUR 3,100 • 5 Report Credits

Format: 71 page PowerPoint (PDF)
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