



THE US WINE MARKET LANDSCAPE REPORT





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

82-page
 PowerPoint
 report

Price also
 includes
 supporting
 data in Excel

The US Landscapes 2016 report includes:



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

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

- User-friendly data table with all the measures from Vinitrac® showing significances, cross-tabbed with:
 - All US regular wine drinkers in 2016
 - Gender groups
 - Age groups
 - US regions
 - US Portraits groups
- Tracking data vs. 2014 and 2015

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

Contents



▪ Introduction	p. 5	▪ Wine consumption in the off-trade and in the on-trade	p. 46
▪ Management summary	p. 8	Off-premise consumption frequency by occasion	
▪ US wine market overview	p. 18	Off-premise spend by occasion	
Imported vs. domestic wine market share		On-premise consumption frequency by occasion	
Per capita consumption of still light wine		On-premise spend by occasion	
▪ US wine consumers	p. 23	▪ Wine involvement and attitude	p. 51
Overview of the US wine market		Wine attitude	
Demographics of US regular wine drinkers		Wine involvement	
Wine consumption frequency		Attitudes towards closures	
▪ Beverage repertoire	p. 27	▪ Brand health	p. 55
Alcoholic beverage repertoire		Brand power	
Varietal consumption		Brand awareness	
Country of origin awareness		Brand purchase	
Country of origin consumption		Brand affinity	
Region of origin awareness		Brand recommendation	
Region of origin purchase		▪ Portraits segmentation	p.64
▪ Wine buying behaviour	p. 40	▪ Wine drinkers profiling	p. 74
Channel usage		By age groups	
Retailer usage		▪ Methodology	p. 82
Choice cues			

‘The US has been showing a steady annual volume growth rate of 1% for the past 5 years. With a consumption rate of just over 12 liters per adult per year and 60% of US adults currently abstaining from wine, it appears that there is growth potential for wine in this market.’

‘However, as shown in this report, we can see a newer trend displayed in the US market which may disrupt this ongoing growth pattern. Two measures suggest that potentially, the US market may have reached its peak. There has been a reduction in the average consumption per head of wine in the last few years, coupled with the fact that we now see a reduction in the number of very frequent wine drinkers – that is, those drinking wine on a near daily basis.’

‘US consumers are also turning to bubbly, as sparkling wine consumption continues to rise. Most notable on the sparkling front is Italian wines, with Prosecco leading the charge (as it is in many other markets).

When it comes to the ongoing question as to whether US consumers are truly ready for and embracing screw-caps, we see a growing acceptance for this closure, with nearly a third now claiming to “like buying wine with this closure”.’

- The data for this survey was collected in US in March 2014, July 2015 and July 2016
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
 - 2,027 US regular wine drinkers (March 2014)
 - 2,000 US regular wine drinkers (July 2015)
 - 2,003 US 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-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
- The distribution of the sample is:

US		Mar'14	Jun'15	Jul'16
		n=2,027	n=2,000	n=2,003
Gender	Male	51%	51%	48%
	Female	49%	49%	52%
	Total	100%	100%	100%
Age	21-24	8%	9%	8%
	25-34	24%	24%	20%
	35-44	18%	18%	13%
	45-54	19%	19%	18%
	55-64	14%	14%	18%
	65 and over	16%	16%	22%
	Total	100%	100%	100%
Region	New England	5%	5%	6%
	Middle Atlantic	15%	16%	16%
	East North Central	13%	13%	13%
	West North Central	6%	6%	6%
	South Atlantic	19%	19%	19%
	South Central	15%	15%	13%
	Mountain	6%	6%	7%
	Pacific	19%	19%	20%

Source: Wine Intelligence, Vinitrac® US, March '14 (n=2,027), Jul '15 (n=2,000) and Jul '16 (n=2,003) US regular wine drinkers

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If you have any questions, please contact your local Wine Intelligence office:

AVIGNON

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

CAPE TOWN

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON

Eleanor Hickey, Business Manager | T +44 020 7378 1277 | Email: eleanor@wineintelligence.com

SYDNEY

Liz Lee, Australia Country Manager | T +61 (0) 416 638 272 | Email: liz@wineintelligence.com

TRIESTE

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com