



# SPARKLING WINE IN THE CANADIAN MARKET



JUNE 2017





The Sparkling wine in the Canadian market 2017 report includes:

- 66-page PowerPoint report with the latest information regarding the Canadian sparkling wine market, supported by:
  - Wine Intelligence Vinitrac®
  - Wine Intelligence market experience

## Report price:

GBP 1,500  
 USD 2,100  
 AUD 2,850  
 EUR 1,860

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# Contents page



|    |   |      |    |  |      |
|----|---|------|----|--|------|
| 1. | Introduction  | p.4  | 6. | Sparkling wine purchase and consumption channels   | p.33 |
| 2. | Management summary  | p.6  |    | <ul style="list-style-type: none"><li>▪ Sparkling wine types consumption locations</li><li>▪ Typical spend for sparkling wine by the bottle</li><li>▪ Sparkling wine types format in a bar/pub</li><li>▪ Sparkling wine types format in restaurant</li><li>▪ Typical spend for sparkling wine by the bottle: On-trade</li><li>▪ Typical spend for sparkling wine by the glass: On-trade</li><li>▪ Sparkling wine choice cues</li><li>▪ Attitude towards sparkling wine</li><li>▪ Sparkling involvement, value and perceived expertise</li><li>▪ Sparkling wine buying channels</li></ul> |      |
| 3. | Sparkling wine market context   | p.13 | 7. | Sparkling wine drinker profile   | p.44 |
|    | <ul style="list-style-type: none"><li>▪ Market size</li><li>▪ Sparkling wine volumes in the Canadian market</li><li>▪ Per capita consumption of sparkling wine</li></ul>  |      |    | <ul style="list-style-type: none"><li>▪ Sparkling wine drinkers profile</li><li>▪ Gender distribution of drinkers by type of sparkling wine</li><li>▪ Age distribution of drinkers by type of sparkling wine</li><li>▪ Sparkling occasions by gender and age: Off-trade</li><li>▪ Sparkling occasions by gender and age: On-trade</li><li>▪ Sparkling wine imagery by gender and age</li><li>▪ Profiling of sparkling wine drinkers by Gallo frequency segments</li></ul>  |      |
| 4. | Sparkling wine vs other alcoholic beverages   | p.17 | 8. | Sparkling wine brand health  | p.54 |
|    | <ul style="list-style-type: none"><li>▪ Demographics by Gallo segmentation</li><li>▪ Alcoholic beverage repertoire</li><li>▪ Frequency of consumption</li><li>▪ Beverage suitability by occasion</li></ul>  |      |    | <ul style="list-style-type: none"><li>▪ Brand power</li><li>▪ Unprompted awareness</li><li>▪ Top 15 brands by awareness and purchase</li><li>▪ Brand awareness</li><li>▪ Brand purchase</li><li>▪ Brand conversion</li><li>▪ Brand recommendation</li><li>▪ Sparkling wine brand purchased most often</li><li>▪ Profiling of top 8 sparkling brands</li></ul>  |      |
| 5. | Sparkling wine consumer trends and profiling  | p.22 | 9. | Methodology  | p.64 |
|    | <ul style="list-style-type: none"><li>▪ Preferred drink among sparkling wine drinkers</li><li>▪ Frequency of sparkling wine consumption</li><li>▪ Sparkling wine consumption change</li><li>▪ Sparkling wine types consumption reach</li><li>▪ Sparkling wine consumption frequency by type</li><li>▪ Sparkling wine consumption frequency</li><li>▪ Sparkling wine quality perception</li><li>▪ Sparkling wine value for money perception</li><li>▪ Imagery statements for sparkling wine types</li><li>▪ Imagery statements for sparkling wine sub-categories</li></ul> |      |    |  |      |

# Excerpts from the introduction

## Sparkling wine in the Canadian market 2017



“Canada is the 20<sup>th</sup> largest sparkling wine market in the world, delivering a total annual consumption of more than 1.5 million 9 litre cases.

80% of the volume of sparkling wine in Canada is imported and this volume is increasing in both the long and short term. Italian sparkling wine accounts for the largest proportion of imported sparkling wine in Canada at 28% of volume market share, and has benefitted from a very high growth rate of 21% in the past year.

Sparkling wine drinkers are drinking a number of other alcoholic beverages more frequently than the sparkling wine they enjoy, indicating that it remains primarily a choice that is enjoyed on a more occasional basis. When it comes to the preferred alcoholic beverage for drinkers of sparkling wine, sparkling wine ranks fourth, with almost a third of these drinkers preferring red wine, followed by beer and white wine.

Amongst sparkling wine drinkers in Canada, almost a third indicate that they are drinking more sparkling wine compared with this time last year. Champagne (from France) has the broadest consumption reach, followed by sparkling wine from USA and sparkling wine from Canada. However, in terms of frequency of consumption, Champagne falls to second last out of the sparkling wine types tested, supporting its position as a special occasion choice. When we look at frequency, we can see that along with sparkling wine from the USA and Canada, Prosecco makes it into the top 3 for drinkers of sparkling wine in Canada.

In addition, Prosecco is seen as the best sparkling offering in terms of value for money amongst drinkers of sparkling wine in Canada. Combined with being seen as having the second-highest perceived quality (after Champagne), Prosecco manages to find a great balance between quality and value for money perceptions amongst consumers. This is also supported by its ranking in the top 2 types of sparkling wine that is enjoyed in the on-trade.

When asked to name sparkling wine brands unprompted, sparkling wine drinkers in Canada have low levels of recall, with “Moët” being the most mentioned brand and recalled by 5% of sparkling wine drinkers. Once prompted with logos, Dom Pérignon and Moët & Chandon have the highest awareness levels, with [yellow tail] being the most purchased sparkling wine brand. However, when it comes to likelihood to recommend, sparkling wine drinkers are most likely to recommend the well-established French Champagne houses, with Veuve Clicquot leading, followed by Moët & Chandon and Dom Pérignon.”



# Research methodology:

## Sampling and quotas used for Vinitrac® Canada

- The data for this study was collected in March 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey of all alcohol drinkers and sparkling wine drinkers in Canada:
  - 1,011 drinkers of sparkling wine in Canada
- 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 Canadian alcohol drinkers and 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 trade)
- 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':

### Definitions

#### WINE =

Still light wine +  
Sparkling (Champagne & other) +  
Fortified +  
Light aperitifs (vermouth...) +  
Other (rice wines...)

} Sub-categories



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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](mailto:jean-philippe@wineintelligence.com)

#### **CAPE TOWN**

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: [dcoutras@iafrica.com](mailto:dcoutras@iafrica.com)

#### **DELAWARE**

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

#### **FRANKFURT**

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

#### **LONDON**

Eleanor Hickey, Business Manager | T +44 020 7378 1277 | Email: [eleanor@wineintelligence.com](mailto:eleanor@wineintelligence.com)

#### **SYDNEY**

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

#### **TRIESTE**

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