



SPARKLING WINE IN THE UK MARKET



JULY 2017



Sparkling wine in the UK market 2017

Report overview



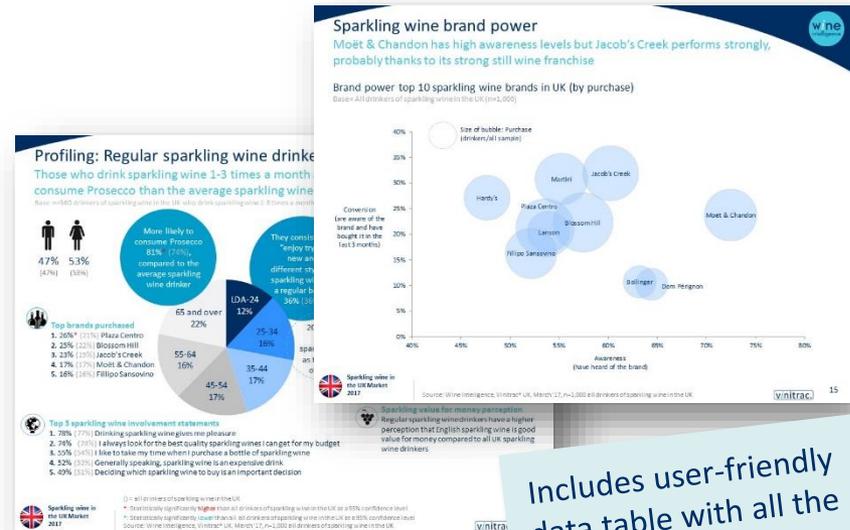
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GBP 1,500
USD 1,950
AUD 2,700
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The Sparkling wine in the UK market 2017 report includes:

- A 97-page PowerPoint report with the latest information regarding the Sparkling wine market in the UK, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience
 - Secondary sources



Includes user-friendly data table with all the measures from Vinitrac® showing significances

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Sparkling wine in the UK market 2017

Excerpts from the report



“Since our last UK sparkling wine report written in 2015, the UK sparkling wine market has continued to see rapid growth. Consumption has grown by 40% by volume over the past 5 years. Although still relatively small compared to the world-leading German sparkling wine market (roughly three times the size), the UK is becoming a key market for sparkling wine producers. During the last recession, UK consumers didn’t stop drinking fizz, they just found cheaper alternatives to Champagne, such as Prosecco. As the nation continues to make a slow (and fragile) economic recovery, many sparkling wine drinkers in the UK have developed a lasting taste for these cheaper alternatives.”

“This report shows that there has been a noticeable generational shift for suitable occasions on which to drink sparkling wine. While older generations tend to reserve sparkling wine for special occasions such as weddings and christenings, younger generations are more likely to drink sparkling wine as part of their informal socialising, as well as more impromptu celebrations.”

“The vast majority of the UK’s sparkling wine volume is imported. Traditionally a Champagne market, Prosecco has made an stupendous leap in volume terms – essentially a threefold increase in 5 years - from 2.7 million 9L cases, to a market leading 8.3 million 9L cases in 2016. At the same time Cava has lost around a third of its volumes, and Champagne is also down, albeit marginally. Champagne is still perceived as the sophisticated and elegant choice among consumers, but Prosecco is perceived as a fashionable drink that offers good value for money.”

“Overall, the UK sparkling wine market is showing healthy growth and is expected to continue growing. Although it is still the beverage of choice for special occasions, there is slow trend towards sparkling wine becoming an everyday drink. This will most likely be driven by younger generations who have a stronger interest in sparkling wine and feel it is more important to their lifestyle.”



Vinitrac®:

- The data for this study were collected in March 2017 and March 2015
- Data was gathered via Wine Intelligence's Vinitrac® online survey of sparkling wine drinkers in the UK:
 - 1,000 drinkers of sparkling wine in the UK in 2017
 - 631 drinkers of sparkling wine in the UK in 2015
- 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 sparkling wine drinkers in the UK in terms of age and gender

Wine Intelligence, Vinitrac® UK, March '17 (n=1,000), March '15 (n=631) UK sparkling wine drinkers all drinkers of sparkling wine in the UK

The IWSR:

- 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



REPORT PRICE: • AUD 2,700 • GBP 1,500 • USD 1,950 • EUR 1,800 • 3 Report Credits

Format: 97-page PowerPoint (PDF)

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