



# THE SINGAPORE WINE MARKET LANDSCAPE REPORT

OCTOBER 2017



# Singapore Landscapes 2017 report

## Deliverables



Insights to help your business flourish

The Singapore's Landscapes 2017 report includes:



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

	All months		Males		Females		Age (years)				
	2016	2017	2016	2017	2016	2017	18-24	25-34	35-44	45-54	
<b>Wine drinkers</b>											
Wine drinkers as a share of total population	4.2%	4.2%	4.2%	4.2%	4.0%	4.4%	3.4%	4.4%	4.0%	4.2%	
Wine drinkers as a share of total population (excl. Singapore)	4.0%	4.0%	4.0%	4.0%	3.8%	4.2%	2.8%	4.2%	3.8%	4.0%	
<b>Wine involvement measures</b>											
Wine drinkers as a share of total population	4.2%	4.2%	4.2%	4.2%	4.0%	4.4%	3.4%	4.4%	4.0%	4.2%	
Wine drinkers as a share of total population (excl. Singapore)	4.0%	4.0%	4.0%	4.0%	3.8%	4.2%	2.8%	4.2%	3.8%	4.0%	
Wine drinkers as a share of total population (excl. Singapore) (excl. Singapore)	3.8%	3.8%	3.8%	3.8%	3.6%	4.0%	2.6%	4.0%	3.6%	3.8%	
Wine drinkers as a share of total population (excl. Singapore) (excl. Singapore) (excl. Singapore)	3.6%	3.6%	3.6%	3.6%	3.4%	3.8%	2.4%	3.8%	3.4%	3.6%	
Wine drinkers as a share of total population (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore)	3.4%	3.4%	3.4%	3.4%	3.2%	3.6%	2.2%	3.6%	3.2%	3.4%	
Wine drinkers as a share of total population (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore)	3.2%	3.2%	3.2%	3.2%	3.0%	3.4%	2.0%	3.4%	3.0%	3.2%	
Wine drinkers as a share of total population (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore)	3.0%	3.0%	3.0%	3.0%	2.8%	3.2%	1.8%	3.2%	2.8%	3.0%	
<b>Wine volume</b>											
Wine volume	2.1%	2.1%	2.1%	2.1%	2.0%	2.2%	1.6%	2.2%	2.0%	2.1%	
Wine volume (excl. Singapore)	2.0%	2.0%	2.0%	2.0%	1.9%	2.1%	1.5%	2.1%	1.9%	2.0%	
<b>Class</b>											
Service class	2.1%	2.1%	2.1%	2.1%	2.0%	2.2%	1.6%	2.2%	2.0%	2.1%	
Service class (excl. Singapore)	2.0%	2.0%	2.0%	2.0%	1.9%	2.1%	1.5%	2.1%	1.9%	2.0%	
Service class (excl. Singapore) (excl. Singapore)	1.9%	1.9%	1.9%	1.9%	1.8%	2.0%	1.4%	2.0%	1.8%	1.9%	
Service class (excl. Singapore) (excl. Singapore) (excl. Singapore)	1.8%	1.8%	1.8%	1.8%	1.7%	1.9%	1.3%	1.9%	1.7%	1.8%	
Service class (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore)	1.7%	1.7%	1.7%	1.7%	1.6%	1.8%	1.2%	1.8%	1.6%	1.7%	
Service class (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore)	1.6%	1.6%	1.6%	1.6%	1.5%	1.7%	1.1%	1.7%	1.5%	1.6%	
Service class (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore) (excl. Singapore)	1.5%	1.5%	1.5%	1.5%	1.4%	1.6%	1.0%	1.6%	1.4%	1.5%	
Service class (excl. Singapore)	1.4%	1.4%	1.4%	1.4%	1.3%	1.5%	0.9%	1.5%	1.3%	1.4%	

- User-friendly data table with all the measures from Vinitrac showing significances, cross tabulated with:
  - All Singapore regular wine drinkers in 2017
  - Gender groups
  - Age groups
  - Income
  - Wine involvement
- Tracking data vs. 2016

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

# Singapore Landscapes 2017 report

## Deliverables



5 report credits

**Report price:**  
 GBP 2,500  
 USD 3,250  
 AUD 4,500  
 EUR 3,000

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- Key trends in the Singaporean wine market and coming challenges
- Wine market overview, including imported vs. domestic wine market share and per capita consumption by country of origin and wine sub-category (still light wine, sparkling wine and fortified wine)
- Demographics of semi-annual wine drinkers in Singapore by gender, age and income
- Wine buying behaviour, including consumption by wine colour, channel and retailer usage, consumer motivations behind wine consumption and choice cues
- Wine producing country and region awareness, and varietal consumption
- Consumption frequency and spend per occasion in both the off- and on-trade, with a focus on on-trade spend by trade outlet and perceived barriers to ordering in the on-trade
- Wine attitudes, wine involvement and attitudes towards wine closures (cork, synthetic cork and screw-cap)
- Wine brand health analysis and insight, and measures such as brand awareness, purchase, conversion, affinity and recommendation
- Detailed consumer profiling by age group, with demographics and buying behaviour for five age ranges
- Tracking, with data collected from Vinitrac® Singapore in March 2015, March 2016 and March 2017
- A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age, income, consumption frequency, wine drinking location and wine involvement

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

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### Vinitrac®:

- The data for this survey was collected in Singapore in March 2015, March 2016 and March 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
- 655 Singapore semi-annual wine drinkers (March 2015)
  - 600 Singapore semi-annual wine drinkers (March 2016)
  - 603 Singapore semi-annual wine drinkers (March 2017)
- Respondents were screened to ensure that they drink wine at least twice per year; drink red, white or rosé wine; and buy wine in the off-trade and/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 Singapore semi-annual wine drinkers in terms of age, gender and income

### Trade interview methodology:

- Trade Interviews were conducted with five experienced industry professionals in the Singaporean wine trade in August 2017
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The two interviewees were members of the wine trade working in different roles:
  - 1 x distributor
  - 1 x educator & expert

### How does Vinitrac® work?

#### 1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

#### 2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

#### 3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

REPORT PRICE: • AUD 4,500 • GBP 2,500 • USD 3,250 • EUR 3,000 • 5 Report Credits

Format: 81-page PowerPoint (PDF)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/wine-landscape-reports/>

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