

## UK Wine Market Spotlight

### In this issue

1. UK Wine Market Spotlight
2. Wine Label Designs
3. Internet & Social Media Trends
4. Vinitrac® October

### Life after discounting in the UK wine market

Price promotions are no longer the main purchasing consideration for the 28.3 million UK regular wine drinkers, according to latest research released last week from Wine Intelligence. Whilst promotions do remain an important choice cue, grape variety is, after a period of absence, back as the number one factor in the decision-making process, and interestingly compared to 2010, drinkers are paying more attention to the alcoholic content of what they are buying. Appeal of the bottle or label design has also become more influential (take full advantage and read “Which label design is right for your wine?” article below).

Hopeful signs of a less promo-obsessed nation can also be seen in the latest wine consumer behaviour focused study - UK Portraits - the Wine Intelligence wine drinker segmentation report. Adventurous Connoisseurs, the middle-aged confident wine drinkers - loved by the trade for their high spend and openness to trying new wine - have grown significantly since 2007 and account now for around 1 in 10 of all UK wine drinkers. Generation Treaters meanwhile, the younger big-spending wine drinkers, now represent a similar sized group to their older counterparts. These two attractive consumer groups therefore, together now represent 20% of the population but account for 34% of the total spend on wine in the UK.

#### Related Reports:

Target your UK wine consumers >> [UK Portraits 2011](#)

Keep up-to-date with the UK wine market >> [UK Landscapes 2011](#)

## Wine Label Designs

### Which label design is right for your wine in the UK and USA?

The Wine Intelligence wine label categorisation system (see below) forms the basis of our latest wine consumer research in the UK and USA on how label designs are perceived by wine drinkers on both sides of the Atlantic.

American wine drinkers like the look of lots of wine labels but the Stately and Modern label designs are the preferred choice. The more conservative UK wine consumers show a preference for traditional looking wine labels, such as Stately and Prestigious designs.



## Did you know?

Which liquid do we use in our everyday lives that is 12.5 times as costly as Dom Pérignon?

Typical cost per millilitre:

Dom Pérignon  
£0.13

HP black cartridge ink  
£1.63

Seems there's an idea here somewhere.

Perhaps those nice people in Reims should extend the brand to Moët & Chandon Ink Cartridges...or, amongst all their other business restructuring, HP should introduce the "House of HP" Champagne brand.

For informal occasions, such as a relaxing drink at home, Eclectic designs are preferred by women and Contemporary wine labels by younger wine drinkers in the UK and US, although wine labels matter less when picking up a bottle for informal wine occasions in both markets.

The UK report also reveals which labels work better on French and Australian wine, whilst the USA report looks at which label designs are better matches for French and Californian wine.

### Related Reports:

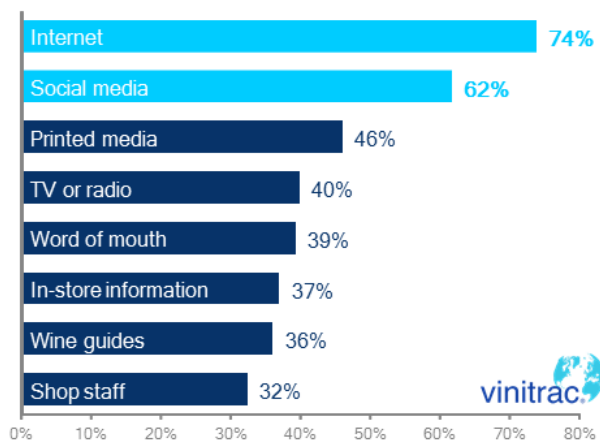
For more information, see our latest [UK & USA Wine Label Design reports](#)

## Internet & Social Media Trends

### China likes it online, USA prefers face-to-face

When it comes to buying imported wine in China, the online world is even more important than recommendations from friends and family, according to latest Wine Intelligence research. The Internet and social media dominate as the top source of information about wine - used by 69% of Chinese upper middle class imported wine drinkers. High internet use makes sense in the context of a market where wine drinking is still confined to a relative privileged few. However the significant difference is extent of use and the higher trust that Chinese wine consumers place in online information versus offline sources such as newspapers, magazines or even friends.

#### WINE INFORMATION SOURCES IN CHINA



% who use the following information sources "often" for wine information

\*Base=Chinese upper middle class imported wine drinkers aged 18-50

in Beijing, Shanghai, Wuhan and Guangzhou who use the internet

SOURCE: Wine Intelligence, Vinitrac® China, July 2011, n=1,017

Contrast the China picture with the USA, where in-person recommendations remain the most widely used sources for wine-related information, with 87% of regular wine drinkers stating word of mouth as their dominant source, followed by 72% who prefer in-store information. The internet is used by more than half and social media by more than a quarter of regular wine drinkers as sources for wine information, but the top positions are dominated by more "traditional" information outlets.

Further reading: [China Internet & Social Media](#), [USA Internet & Social Media](#)



## Français

## Résumé

- Les promotions et réductions ne sont plus les principaux facteurs de choix dans l'achat de vin pour les 28.3 millions de consommateurs réguliers de vin aux Royaume-Uni (Rapport: UK Landscapes)
- Les consommateurs de vin aux USA sont plus aventureux dans leur choix d'étiquettes de vin que les consommateurs anglais qui, eux, semblent préférer des étiquettes plus traditionnelles. (Rapports: Wine Label Design UK and USA)
- 69% des consommateurs chinois de vins importés (de classe moyenne à élevée) utilisent Internet et les médias sociaux comme première source d'information sur le vin, ce qui en fait une source d'information plus importante que les recommandations données par les amis et la famille. Aux Etats-Unis par contre, ce sont les recommandations personnelles qui restent la source d'information principale. (Rapports: Use of Internet and Social Media for wine information, China and USA)
- La prochaine occasion d'interroger les consommateurs de vin dans 15 pays grâce à notre enquête globale en ligne Vinitrac® est le 3 octobre. Pour en savoir plus cliquez-ici

Pour tout complément d'information sur un des ces sujets veuillez contacter Natasha par email [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)



## Español

## Destacados de este boletín:

- La promoción por precio ya no es la consideración principal a la hora de comprar vino para los 28,3 millones consumidores regulares de vino en el Reino Unido (Informe: "Landscapes", el Reino Unido)
- Los consumidores de vino en EE.UU. son más aventureros en sus preferencias sobre el diseño de etiquetas de vino que los consumidores del Reino Unido, que prefieren etiquetas más tradicionales (Informe "Wine Label Design" para el Reino Unido y EE.UU.)
- El 69% de los consumidores Chinos de vino importado de clase alta, utilizan Internet y las redes sociales como principal fuente de información sobre vino, pasando a ser esta vía más importante que recomendaciones de familiares y amigos. En EE.UU., las recomendaciones personales siguen siendo la fuente más utilizada para obtener información relacionada con vino (Informe "Use of Internet and Social Media for wine information", China y EE.UU.)
- La próxima oportunidad para hablar con los consumidores de vino en 15 mercados es el 3 de octubre, a través de la encuesta global online de Vinitrac®. Para más información haz click aquí

Por favor contacte con Natasha, [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com) para más información.