



For Immediate Release: 6th October 2011

BEGINS

Discounts may be having less impact on consumer behaviour, according to new report

Signs of a less promotion-obsessed nation have been revealed in two new UK wine consumer focused reports from Wine Intelligence. Price promotions are no longer the main purchasing consideration for the 28.3 million UK regular wine drinkers, according to the [UK Landscapes Report - the in-depth market guidebook](#). 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.

In a separate development, drinkers are paying more attention to the alcoholic content of what they are buying compared to last year and appeal of the bottle or label design has also become more influential.

Consumers are conscious of paying more for their wine these days, thanks largely to consistent increases in Excise Duty over the past 5 years. Almost a quarter of regular wine drinkers say they venture beyond the £6 mark in the off-trade, while in the on-trade the proportion spending £15 or more is up to 17%.

Meanwhile the numbers of more involved profiles of wine drinkers are growing, according to [UK Portraits - the Wine Intelligence wine drinker segmentation report](#). Adventurous Connoisseurs, the middle-aged confident wine drinkers, and 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.

“It’s important to recognise that the UK consumer relationship with wine is changing.” says Graham Holter, associate director of Wine Intelligence.

He added: “There is a significant (and arguably growing) mass of people who aren’t solely obsessed with discounts, who seek out specialist retailers and unfamiliar wines, and who don’t entirely rely on the old certainties. Get to know these consumers a little better, and suddenly the UK becomes a far more inviting prospect than some of the top line figures would suggest.”

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Related reports:

1. “UK Landscapes”, September 2011 - Part of the Wine Intelligence Landscapes Report Series, available for 10 other wine consumption markets
2. “UK Portraits”, September 2011 - Part of the Wine Intelligence Portrait series, also available for USA, Canada and Australia
3. “UK Wine Label Design”, September 2011, also available for the USA

Requests for purchase and further details about the reports can be found at www.wineintelligence.com/reports-shop

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How the data was collected:

Quantitative research: Vinitrac® UK March - June 2011, n=3,052 regular wine drinkers

For full details on the methodologies used in Wine Intelligence research, please contact natasha@wineintelligence.com

About Wine Intelligence

Wine Intelligence is the leading research-led strategy consultancy serving the global wine industry. It conducts client-specific research projects to enable companies to gain greater insights into wine markets and wine consumers, and helps business leaders develop business strategy and marketing plans. The company also assists businesses in developing new brands, and in formulating and communicating marketing messages within the industry. For more information, please visit www.wineintelligence.com.

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