



For Immediate Release: January 9th 2012

BEGINS

US demand for sparkling wine growing, defying economic uncertainty

American consumers will be drinking more sparkling wines from around the world than ever before in 2012, according to a new study published by Wine Intelligence.

A broadening of the consumer base, a greater range on offer, and an increasing desire among some consumers to make sparkling wine a regular rather than occasional treat are the main factors driving the trend, according to the report's authors.

According to the Wine Intelligence USA Sparkling Report 2012, over 30 million Americans say they drink sparkling wine at least once a year. For the majority of this population their sparkling wine experience is confined to perhaps one or two glasses a year, on special occasions.

However, what appears to be driving the growth in sparkling wine is the segment of consumers - estimated at around 9 million, and female-dominated - who say they like to drink the bubbly stuff at least once a week. Many of these people say that sparkling wine is their favorite drink, ahead of still wine.

The market for sparkling wine in the USA has been growing rapidly in recent years. Volumes grew to around 36 million bottles in 2011, an increase of 9.3% on the previous year, according to data released in December by Symphony IRI.

The data in this new report is derived from Wine Intelligence's own tracking research of US sparkling wine drinkers - the most recent wave of which was a survey of 1,055 American adults over the age of 21 who drink sparkling wine. This was conducted in November 2011, using quota sampling to be representative of all US sparkling wine drinkers.

While domestic production remains the dominant force in the US sparkling market, the big growth stories of 2012 would appear to be Prosecco, an Italian sparkling wine, and Cava, from Spain. Prosecco has been growing rapidly in popularity and is now consumed at least once every 2 months by a quarter of the sparkling wine drinking population - a similar penetration to French Champagne. Cava is growing rapidly from a lower base and is benefiting from the recent surge in interest in Spanish cuisine.

The general picture for 2012 is one of continued growth, according to the report. While the majority of consumers surveyed don't expect to change their bubbles-drinking habits over the next 12 months, 19% of survey respondents said they would be drinking more sparkling wine in 2012, versus 3% who said they would drink less.

Commenting on the report, Erica Donoho, USA Country Manager for Wine Intelligence said: “In a country, where the wine category is seeing exciting growth, it’s quite apt that the sparkling wine section is the jewel in this particular crown. It’s important to remember that Americans still don’t drink that much sparkling wine compared with consumers in other developed countries like Germany and the UK, but we can see a strong long-term growth trend establishing for domestic and particularly mid-priced imported sparkling wines in the years ahead.”

The USA Sparkling Wine Report 2012 is published by Wine Intelligence and available from the Wine Intelligence Reports Shop, priced at USD 2,410, GBP 1,500, EUR 1,890, AUD 2,360 * or 3 Report Credits.

ENDS

Report details:

Further details about the report can be found here.

Request a single-user license of the US Sparkling Wine report for USD 2,410, GBP 1,500, EUR 1,890, AUD 2,360 * or 3 Report Credits.

Requests for purchase should be directed to reports-shop@wineintelligence.com

*We calculate all non-GB pound currencies based on the exchange rate of the day. Please see our syndicated research Terms and Conditions for more details.

How the data was collected:

Data collected for this report comes from Wine Intelligence Vinitrac® USA- the online wine drinker survey - November 2011, n = 1,055, sampled using calibrated quotas to be representative of American sparkling wine drinkers.

For full details on the methodologies used in these reports or any Wine Intelligence research, please contact natasha@wineintelligence.com or see www.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.

Contacts:

Erica Donoho, Wine Intelligence USA, +1 973 699 4158 or erica@wineintelligence.com

Natasha Rastegar, Wine Intelligence Ltd., +44 (0) 20 7378 1277 (London, UK)
natasha@wineintelligence.com

 Pour tout complément d’information sur ce sujet en français veuillez contacter Natasha par email natasha@wineintelligence.com

 Para recibir más información en castellano, pónganse en contacto con Natasha: natasha@wineintelligence.com

 Per maggiori informazioni, prego contattare Filip: filip@wineintelligence.com