

The rise of discounters and independents



The UK wine market has seen increased usage across a number of different retail channels. Notably, there have been rises in the number of consumers using independent wine shops, and also discount stores. What could be driving the changes in these very different environments?

DISCOUNTERS

The well-documented rise of the discount store, such as Aldi or Lidl, has been reflected in the wine sector, with an 11% increase in consumers buying wine from discounters since 2013



% of UK regular wine drinkers who have purchased wine from a discounter in the past six months



INDEPENDENTS

Whilst at one point, the future of the independent wine shop may have seemed in danger, there has been a 5% increase in the number of people using them over the last two years.

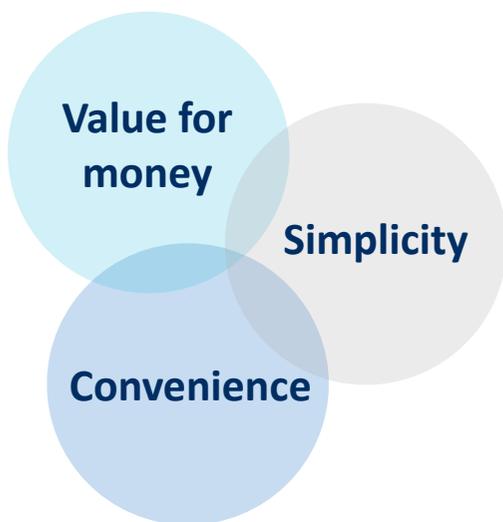


% of UK regular wine drinkers who have purchased wine from an independent wine retailer in the past six months

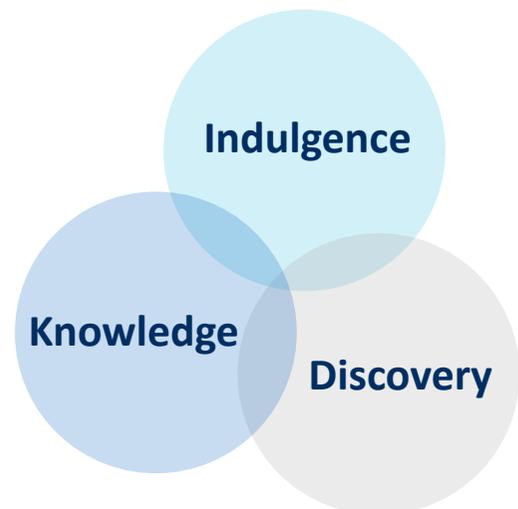


What is driving people to these channels?

Major motivations for purchasing from discounters



Major motivations for purchasing from independents



What are people saying?

DISCOUNTERS

The wine is very nice, and the cost is the same as for cheap tasting wines in a regular supermarket
Female, 65 and over

They have good deals for some wines recommended by friends and magazines
Female, 35-44

INDEPENDENTS

I love trying new wines and like to support smaller retailers where I can
Female, 25-34

I prefer the quality assured and more mature wines that independent wine specialists provide
Male, 35-44

What else is happening?

Despite the rise in usage of alternative retail channels, it appears that the supermarket is here to stay. A huge **88%** of all regular wine drinkers have **bought from a supermarket** in the last six months.

With all the changes, the UK retail landscape is entering an interesting time of development. Consumers not only have **more choice than ever**, but they are also beginning to take full advantage of the array of wine buying options now available.

To find out more about what is happening in the UK wine retail world, don't miss the **Wine Intelligence UK Retail Trends 2015 report**, released this Thursday.

Visit www.wineintelligence.com/reports-shop for more details

% of UK regular wine drinkers who have purchased wine from the following channels in the last six months

