

Report Brochure



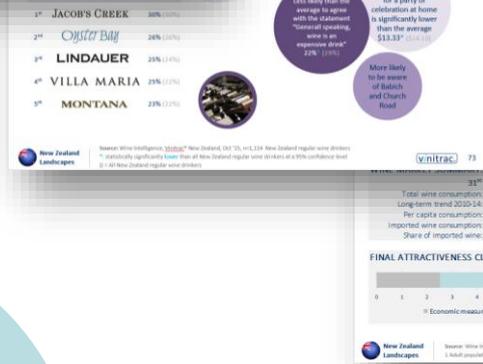
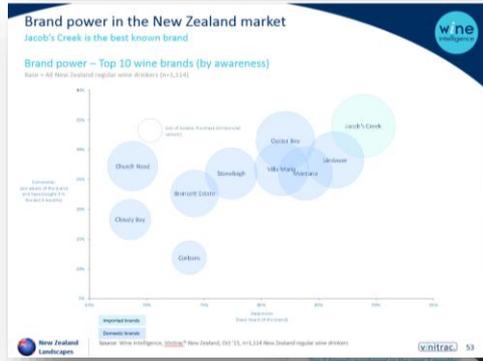
THE NEW ZEALAND WINE MARKET LANDSCAPE REPORT

January 2016

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



Report price



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GBP 2,500
AUD 5,250
USD 4,000
EUR 3,500

Report credits:
5

Price also includes supporting data in Excel
(All Vinitrac® questions with cross-tabulations by gender, age, involvement, NZ regions, typical on/off-trade spend and household income)

82 page PowerPoint report



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

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Excerpts from the introduction



‘According to Wine Intelligence, 55% of the adult population in New Zealand drinks wine at least once a month, giving us a pool of 1.9 million ‘regular’ wine drinkers. Whilst this number is small in terms of number of drinkers, wine drinkers in New Zealand enjoy relatively high consumption volumes of wine and are important for both domestic producers, as well as an important market for producers around the world.’

‘The percentage of New Zealanders drinking wine on a regular basis has decreased, which makes the market slightly more difficult for wine producers targeting New Zealand. However, when looking at the alcoholic beverage repertoire long term trends, numbers of people who drink beer, pre-mixed drinks and a number of spirits have also dropped. With more competition than ever before, the data reflects a saturated market for a relatively small population.’

‘Nonetheless, there are some beverages and wine varieties that are showing growth, illustrating that niche categories are of interest to New Zealand regular wine drinkers. Italian Prosecco and Cava have grown in popularity over the last few years, with craft beer also on the rise in the past 12 months. Additionally, niche varieties such as Malbec, Tempranillo and Sangiovese are showing long term growth. Contrastingly, the most popular varieties for both reds and whites remain relatively stable, with New Zealand’s favourite, Sauvignon Blanc, decreasing in popularity in last few years.’

‘Our New Zealand Landscapes 2016 report brings you the findings from Vinitrac® New Zealand, our online wine drinker survey, with tracking available for both long and short term trends. This report also profiles New Zealand regular wine drinkers by age, and examines the profiles and shopping behaviours of New Zealand regular wine drinkers based on their average off-trade spend.’



- The data for this survey was collected in New Zealand in October 2012, October 2014 and October 2015
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey:
 - 1,007 New Zealand regular wine drinkers (October 2012)
 - 1,006 New Zealand regular wine drinkers (October 2014)
 - 1,114 New Zealand regular wine drinkers (October 2015)

Respondents were screened to ensure that they drink wine at least once per month; 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 New Zealand regular wine drinkers in terms of age and gender



How does Vinitrac® work?

1) Defining the right samples: how many wine drinkers are there in each market?

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market among all adults 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: Targeting the right consumers

- 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: Achieving a valid sample

- 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

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Format: 82 page PowerPoint (PDF) + supporting data table (Excel)

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