



# Portraits



UK | 2016

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

# Report price

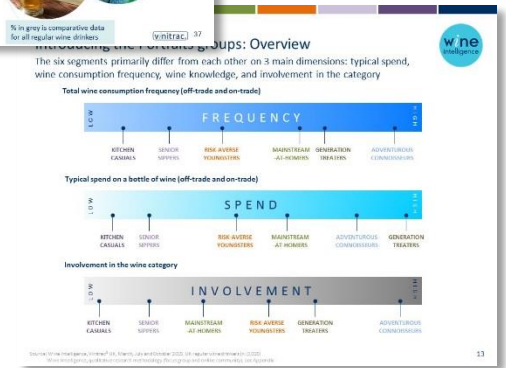
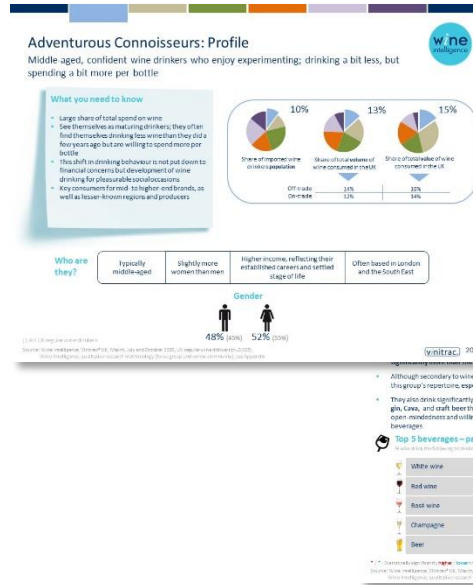


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Price also includes  
 profiling data in  
 Excel  
 (All Vinitrac® questions with  
 cross-tabulations by the  
 segments)

94 page  
 PowerPoint  
 report



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# Excerpts from the introduction



“For the last 10 years we have used our regular omnibus survey of UK wine drinkers, Vinitrac®, to collect consistent data on UK wine drinkers. We have then used a cluster analysis to develop the UK wine market segmentation we have dubbed Portraits, which groups UK regular wine drinkers into distinct categories based on their attitude towards, and relationship with, wine. This tried and tested segmentation yields six discrete groups of drinkers which can be ranked in terms of their wine involvement, and paints a vivid and detailed picture of who these consumers are.”

“While the Portraits have changed slightly over time, there is a broad consistency: year on year, the same clusters emerge in our sea of data points to give us our groups: Adventurous Connoisseurs, Generation Treaters, Mainstream-at-Homers, Risk-Averse Youngsters, Senior Sippers, and Kitchen Casuals. However, several segments have changed significantly in size and behaviour for a number of important reasons that this report explores in more detail.”

“We last produced a UK Portraits report in 2013. Using this as a benchmark for comparison, we can see a pattern of evolutions emerge across the majority of the groups: increasing numbers are turning away from the supermarkets towards discounters, most are glugging Prosecco with increasing gusto, and many more are now making use of the internet to buy their wine.”

“It is through a comprehensive understanding of these distinct groups, their identities, habits, preferences, as well as their evolution over time, that we are most apt to target the right audience among the millions of regular wine drinkers in the UK. Although each and every consumer is unique, this exercise of characterisation – crafting portraits from a landscape – sheds an invaluable light on the detail and intrigue of the UK’s wine consumers.”

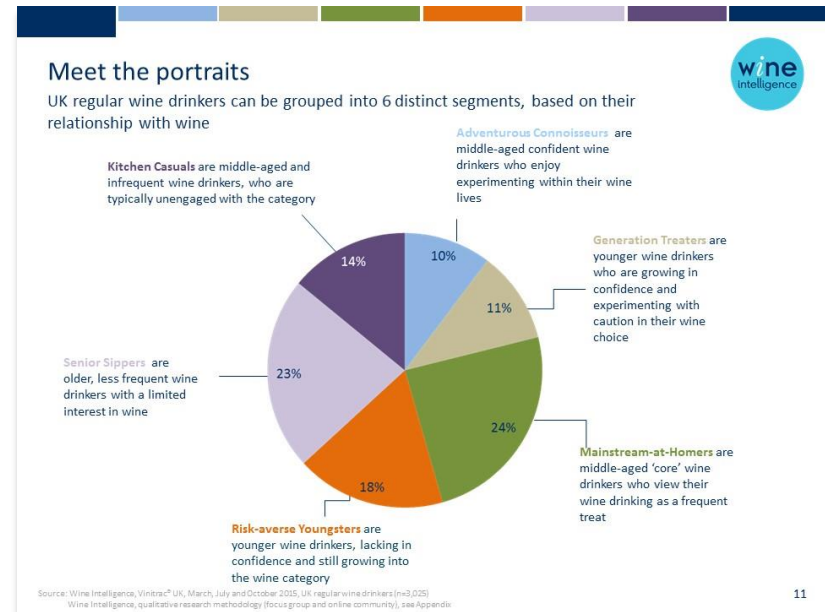


*Kirsty Mainprize  
Project Manager  
Wine Intelligence*

# What is UK Portraits?



- To help wine businesses better target their consumers, Wine Intelligence has developed a segmentation of UK regular wine drinkers, which we call Portraits
- We use latent class analysis to group consumers who have similar levels of spend on wine per occasion, frequency of wine consumption per occasion and attitudes towards wine
- We then study these consumer groups through quantitative and qualitative research (including through focus groups, interviews, and through our online survey platform Vinitrac®) to build a deep understanding of how they behave and what motivations lie behind their wine consumption



# How can I use Portraits?

## Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
  - **Who** they are
  - **Why** they drink wine
  - **What** they drink
  - **Where and how** they buy wine
  - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviours of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target.

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products.

## Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

# Quantitative Methodology: UK 2016

- The data for this study was collected in March, July and October 2015
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade or in the 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 UK regular wine drinkers in terms of age and gender
- The distribution of the sample is shown in the table on the right

# Qualitative Methodology: Online community & focus group



## Online community methodology

- A 5-day online community discussion with 9 x **Adventurous Connoisseurs** was conducted in March 2016
- The online community discussion last approximately 1 to 1.5 hours per over a week, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues and shopping exercise
- Respondents were also encouraged to upload pictures of wine they have drunk or their favourite wine drinking occasions



## Focus group methodology

- Three focus groups with **Generation Treaters**, **Risk-Averse Youngsters** and **Mainstream-at-Homers** were conducted in March 2016 in London
- Each focus group discussion lasted approximately 1 hour, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues and virtual shopping exercise



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Format: 94 page PowerPoint (PDF) + supporting data table (Excel)

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