

Report Brochure

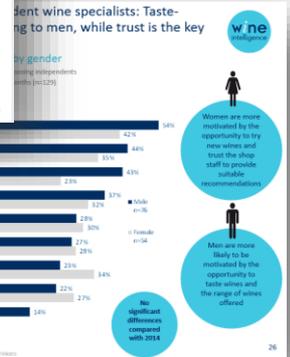
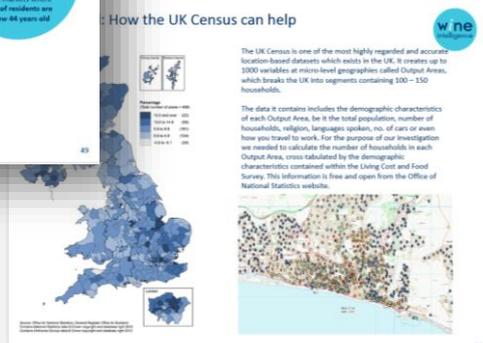
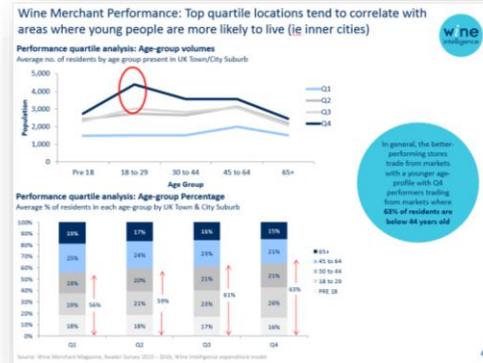


# UK INDEPENDENT WINE RETAIL REPORT

SEPTEMBER 2016



# Report price



Report price:  
GBP 1,000  
USD 1,400  
EUR 1,240  
AUD 1,900  
Report credits:  
2

Wine Intelligence is offering one-to-one briefings on the processes behind this report and how the UK Wine Expenditure model was built

80 page PowerPoint report

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

# Excerpts from the introduction



‘The future of “Bricks & Mortar” retailing has received considerable attention over the past few years as once-prominent high street chains shrank and in some cases disappeared from neighbourhoods.’

‘Everything seems stacked against physical retail. Costs are going up: escalating rents, a reluctance from the government to adjust the Business Rates system and the increasing labour costs through the introduction of the Living Wage. Meanwhile technology is allowing more price comparison, more convenient online shipping; not to mention the ongoing price war in the supermarket sector, which still relies on wine discounts to drive footfall.’

‘In combination, these conditions beg the question.....who would want to open a wine shop? The answer seems to be: quite a lot of people. From a modest base 10 years ago, the independent wine sector has grown significantly. And as this report details, there is more growth opportunity in the market – and this report introduces the first model to quantify it.’

‘Wine Intelligence has built a model, the findings of which are summarised in this report. We blended UK wine consumer data, taken from our Vinitrac UK survey, open-source consumer spending data, census-based statistics and shop performance data from The Wine Merchant survey, to understand the key drivers of independent merchants sales performance. We have then applied these learnings to identify and prioritise UK locations which, we believe, could support the new entry of a new independent wine merchant.’

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Background			
Average Retail Sales			
Average Available Wine Expenditure			
Age Group Analysis			
Occupation Analysis			
Social Grade Analysis			
Worker Presence Analysis			
Site Specific Indicators			
Distance to Majestic			

- Data collection:

- The consumer data for this report was collected in March 2016

- Data was gathered via Wine Intelligence's Vinitrac<sup>®</sup> online survey and is representative of UK regular wine drinkers

- Sampling: quotas / stratified

- Respondents were required to drink wine at least once per month, to drink red, white or rosé wine and to 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 survey was post-weighted to be representative of UK regular wine drinkers in terms of age, gender and SEG

## 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

# Wine Merchant Survey methodology

## Wine Merchant Reader Survey 2016

- **Date:** January-February 2016.
- **Sample:** Independent wine specialist readers of The Wine Merchant (n=132)

REPORT PRICE: • GBP 1,000 • AUD 1,900 • USD 1,400 • EUR 1,240 • 2 Report Credits

Format: 80 page PowerPoint (PDF) + supporting data table (Excel)

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