



# THE DENMARK WINE MARKET LANDSCAPE REPORT

MARCH 2017



# Report price

## Denmark Landscape Report 2017



Report price:  
GBP 2,500  
USD 3,500  
AUD 4,750  
EUR 3,100

Report credits:  
5

Price also includes supporting data in Excel  
(All Vinitrac® questions with cross-tabulations by gender, age and regions, Portraits group, off-trade and on-trade spend, and tracking versus 2016 and 2013)

71-page PowerPoint report



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

# Intro to the Denmark Landscapes 2017 Report

## Deliverables



### Insights to help your business flourish

The Denmark Landscapes 2017 report includes:



- Report with the latest information regarding the Danish wine market, supported by:
  - Wine Intelligence Vinitrac®
  - Wine Intelligence market experience
  - Secondary sources

		wine intelligence		All sample		Gender		Age & groups				
				Male	Female	LDA-24	25-34	35-44	45-54	55-64		
<b>Wine attitude</b>												
	I enjoy trying new and different styles of wine on a regular basis	42%	43%	42%	48%	53%	54%	46%	35%			
	I don't mind what I buy so long as the price is right	12%	16%	9%	36%	20%	13%	8%	7%			
	I know what I like and I tend to stick to what I know	46%	41%	50%	16%	27%	34%	46%	53%			
<b>Wine involvement statements</b>												
	Drinking wine gives me pleasure	85%	80%	88%	75%	72%	87%	87%	88%			
	Generally speaking, wine is reasonably priced	62%	58%	65%	61%	58%	66%	63%	53%			
	I like to take my time when I purchase a bottle of wine	61%	58%	63%	58%	58%	63%	61%	64%			
	Deciding which wine to buy is an important decision	57%	57%	57%	58%	51%	57%	53%	62%			
	I always look for the best quality wine I can get for my budget	54%	50%	56%	43%	44%	53%	51%	57%			
	I have a strong interest in wine	46%	48%	44%	33%	45%	51%	45%	44%			
	Wine is important to me in my lifestyle	39%	38%	38%	33%	45%	42%	41%	36%			
	Compared to others, I know less about the subject of wine	33%	32%	33%	43%	41%	38%	32%	36%			
	I feel competent about my knowledge of wine	30%	35%	28%	33%	32%	36%	30%	26%			
	Generally speaking, wine is an expensive drink	27%	27%	28%	34%	35%	35%	24%	23%			
	I don't understand much about wine	26%	21%	23%	36%	31%	28%	26%	22%			
<b>Wine involvement</b>												
	Low involvement	27%	28%	25%	34%	34%	23%	25%	27%			
	Medium involvement	38%	37%	40%	38%	33%	37%	41%	37%			
	High involvement	35%	35%	35%	30%	33%	41%	34%	36%			
<b>Closure</b>												
Screw-cap	I don't like buying wine with this closure	27%	27%	28%	20%	28%	21%	30%	33%			
	Neutral	45%	48%	43%	51%	50%	51%	42%	40%			
Synthetic cork	I like buying wine with this closure	27%	26%	23%	28%	25%	28%	23%	27%			
	Neutral	60%	64%	57%	57%	61%	56%	66%	57%			
	I like buying wine with this closure	15%	14%	15%	21%	18%	20%	11%	12%			

- User-friendly data table with all the measures from Vinitrac showing significances, cross tabbed with:
  - All Danish regular wine drinkers in 2016
  - Gender groups
  - Age groups
  - Danish regions
- Tracking data vs. 2013

Our team is always available in case you need guidance on how to use our data tables

# Contents



▪ Introduction	p. 5	▪ Wine consumption in the off-trade and in the on-trade	p. 41
▪ Management summary	p. 8	Summary	
▪ Danish wine market overview	p. 16	Off-trade consumption frequency by occasion	
Imported vs. domestic wine market share		Off-trade spend by occasion	
Per capita consumption of still light wine		On-trade consumption frequency by occasion	
▪ Danish wine consumers	p. 21	On-trade spend by occasion	
Overview of the Danish wine market		▪ Wine involvement and attitude	p. 48
Demographics of Danish regular wine drinkers		Wine attitude	
Wine consumption frequency		Wine involvement	
▪ Beverage repertoire	p. 25	Attitudes towards closures	
Summary		▪ Brand health	p. 52
Alcoholic beverage repertoire		Summary	
Varietal consumption		Brand power	
Country of origin awareness and consumption		Brand awareness vs. purchase	
Region of origin awareness and purchase		Brand awareness tracking	
▪ Wine buying behaviour	p. 32	Brand purchase tracking	
Summary		Brand affinity	
Channel usage		Brand recommendation	
Retailer usage		▪ Wine drinker profiling	p. 60
Choice cues		Age profiling summary	
		LDA-24	
		25-34	
		35-44	
		45-54	
		55-64	
		65 and over	
		▪ Research methodology	p. 68

# Excerpts from the introduction

## Denmark Landscape Report 2017



‘The Danish wine market often lives in the shadow of its larger German neighbor to the south. However it is worthy of further analysis: in our recent Compass 2016-2017 report, Denmark was rated the 14<sup>th</sup> most attractive wine market with a regular (at least once per month) wine drinking population of 3 million people, who on average drink significantly more wine per capita (nearly 35 litres) compared with German, Dutch, Swedish or British consumers.’

‘With its relatively close proximity to European wine producing nations, it shouldn’t come as a surprise that Italy, France and Spain all find themselves in the top five countries of origin for imported wine. However, Danish consumers tend to be well-travelled and open-minded and demonstrate this in their willingness to explore new world countries to find value, with Chile, South Africa, Australia, California and Argentina all ranked in the top ten for consumption.’

‘Since 2013, Wine Intelligence has witnessed changes in the consumption behavior of Danish regular wine drinkers in both the on- and off-trade. Danish wine drinkers are drinking more regularly at informal occasions at home, and are also willing to spend more on these bottles enjoyed in the off trade. In contrast, we have witnessed a significant drop in the average price spent in the on-trade for all occasions. Higher wine taxes were implemented in Denmark around the time of our previous research; now we are seeing the ramifications of the price hike with the average on-trade spend correspondingly higher.’

‘The importance of food and wine in Danish culture is clearly evident with food matching being the top choice cue for all regular wine drinkers, as well as the number one ranked choice cue for every age group. Furthermore, over half of the Danish regular wine drinkers enjoy trying new and different wines on a regular basis and nearly 90% agree that drinking wine gives them pleasure.’

- The data for this survey was collected in Denmark in March 2013 and October 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
  - 618 Danish regular wine drinkers (March 2013)
  - 1,008 Danish regular wine drinkers (October 2016)
- 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 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 Danish regular wine drinkers in terms of age, gender and region

## How does Vinitrac® work?

### 1) Defining the right samples:

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

- 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:

- 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

REPORT PRICE: • GBP 2,500 • USD 3,500 • AUD 4,750 • EUR 3,100 • 5 Report Credits

Format: 71 page PowerPoint (PDF) and Excel data table

Purchase online: <http://www.wineintelligence.com/product-category/report-type/wine-landscape-reports/>

Contact us directly: [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)

If you have any questions, please contact your local Wine Intelligence office:

#### **AVIGNON**

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: [jean-philippe@wineintelligence.com](mailto:jean-philippe@wineintelligence.com)

#### **CAPE TOWN**

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: [dcoutras@iafrica.com](mailto:dcoutras@iafrica.com)

#### **DELAWARE**

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: [erica@wineintelligence.com](mailto:erica@wineintelligence.com)

#### **FRANKFURT**

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: [wilhelm@wineintelligence.com](mailto:wilhelm@wineintelligence.com)

#### **LONDON**

Eleanor Hickey, Business Manager | T +44 020 7378 1277 | Email: [eleanor@wineintelligence.com](mailto:eleanor@wineintelligence.com)

#### **SYDNEY**

Liz Lee, Australia Country Manager | T +61 (0) 416 638 272 | Email: [liz@wineintelligence.com](mailto:liz@wineintelligence.com)

#### **TRIESTE**

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: [pierpaolo@wineintelligence.com](mailto:pierpaolo@wineintelligence.com)