



SPARKLING WINE IN THE CANADIAN MARKET



JUNE 2017





The Sparkling wine in the Canadian market 2017 report includes:

- 66-page PowerPoint report with the latest information regarding the Canadian sparkling wine market, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience

Report price:

GBP 1,500
 USD 2,100
 AUD 2,850
 EUR 1,860

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Excerpts from the introduction

Sparkling wine in the Canadian market 2017



“Canada is the 20th largest sparkling wine market in the world, delivering a total annual consumption of more than 1.5 million 9 litre cases.

80% of the volume of sparkling wine in Canada is imported and this volume is increasing in both the long and short term. Italian sparkling wine accounts for the largest proportion of imported sparkling wine in Canada at 28% of volume market share, and has benefitted from a very high growth rate of 21% in the past year.

Sparkling wine drinkers are drinking a number of other alcoholic beverages more frequently than the sparkling wine they enjoy, indicating that it remains primarily a choice that is enjoyed on a more occasional basis. When it comes to the preferred alcoholic beverage for drinkers of sparkling wine, sparkling wine ranks fourth, with almost a third of these drinkers preferring red wine, followed by beer and white wine.

Amongst sparkling wine drinkers in Canada, almost a third indicate that they are drinking more sparkling wine compared with this time last year. Champagne (from France) has the broadest consumption reach, followed by sparkling wine from USA and sparkling wine from Canada. However, in terms of frequency of consumption, Champagne falls to second last out of the sparkling wine types tested, supporting its position as a special occasion choice. When we look at frequency, we can see that along with sparkling wine from the USA and Canada, Prosecco makes it into the top 3 for drinkers of sparkling wine in Canada.

In addition, Prosecco is seen as the best sparkling offering in terms of value for money amongst drinkers of sparkling wine in Canada. Combined with being seen as having the second-highest perceived quality (after Champagne), Prosecco manages to find a great balance between quality and value for money perceptions amongst consumers. This is also supported by its ranking in the top 2 types of sparkling wine that is enjoyed in the on-trade.

When asked to name sparkling wine brands unprompted, sparkling wine drinkers in Canada have low levels of recall, with “Moët” being the most mentioned brand and recalled by 5% of sparkling wine drinkers. Once prompted with logos, Dom Pérignon and Moët & Chandon have the highest awareness levels, with [yellow tail] being the most purchased sparkling wine brand. However, when it comes to likelihood to recommend, sparkling wine drinkers are most likely to recommend the well-established French Champagne houses, with Veuve Clicquot leading, followed by Moët & Chandon and Dom Pérignon.”



*Liz Lee
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Research methodology:

Sampling and quotas used for Vinitrac® Canada

- The data for this study was collected in March 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey of all alcohol drinkers and sparkling wine drinkers in Canada:
 - 1,011 drinkers of sparkling wine in Canada
- Respondents meet the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Drink sparkling wine (for sparkling wine category)
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was quota-based and post-weighted to be representative of Canadian alcohol drinkers and sparkling wine drinkers in terms of age and gender



- Measures from the IWSR correspond to actual wine consumption figures. This means sales into the trade (on + off trade)
- The IWSR visits each market each year. Discussions are held with key local experts in the market including importers, producers, grey market operators, duty free operators, and supermarket/hypermarket buyers.
- All volume data is given in thousand 9 Litre Cases
- In the breakdown by country of origin, IWSR includes (depending on the market and the size of the category) the following two categories: 'Other' and 'International'
They are defined as followed:
 - 'Other': category including wine blends (normally in bulk or bottled without specified country of origin) and wines from other countries with volumes too small to break out separately
 - 'International': Category including wine brands that have wines from various countries
- The IWSR includes the following types of wine in its definition of 'wine':

Definitions

WINE =

Still light wine +
Sparkling (Champagne & other) +
Fortified +
Light aperitifs (vermouth...) +
Other (rice wines...)

} Sub-categories



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