



FLAVOUR AND VARIETAL PREFERENCE IN THE JAPANESE WINE MARKET

OCTOBER 2017



Flavour and Varietal Preference in the Japanese Wine Market 2017

Report overview



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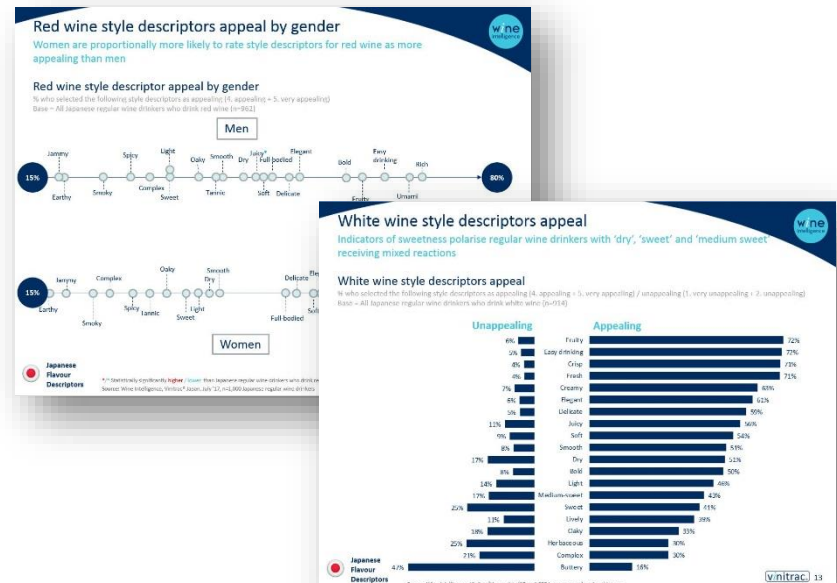
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The Flavour and Varietal Preference in the Japanese Wine Market 2017 report includes:

- A 60-page PowerPoint report with insights into the varietal and flavour descriptor preferences of Japanese regular wine drinkers, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience
 - Secondary sources



Japanese
Flavour
Descriptors

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Introduction

This report provides insight to assist those in the industry to understand the varietal and flavour descriptor preferences of Japanese regular wine drinkers, focusing on what types of grape varieties they are consuming, what their favourites are and which specific wine style and flavour descriptors they find both appealing and unappealing.

For this investigation, we have divided common wine descriptors into two groups; style descriptors and flavour descriptors. Style descriptors express the general structure and body of a wine, whether it is 'crisp', 'fresh', 'juicy' or 'bold'. Flavour descriptors are those that describe more specific wine characteristics such as 'tropical fruit' or 'blackberry'.

This report reveals that, when it comes to white wine, Japanese regular wine drinkers prefer 'fresh' and 'easy drinking' wines which include notes of 'citrus' and 'stone fruit'. They show a dislike towards style and flavours descriptors that denote oak and oxidative ageing such as 'nutty' and 'toasty' as well as tasting descriptors associated with green flavours such as 'herbaceous'. When it comes to red wines, Japanese regular wine drinkers like wines which are both 'rich' and full of 'umami' flavours and also wines which are 'fruity' and 'easy drinking'. Similarly to white wines, they dislike oak and bottle ageing descriptors such as 'smoky' and 'leather' and prefer more fruit forward flavour descriptors such as 'raspberry'.

Although this research does not show any significant differences between the appeal level of descriptors for men and women, it does illustrate that there are more differences in the appeal level of descriptors to wine drinkers of different ages. Younger consumers (those below the age of 35), typically have a wider preference for different varietals and are more open to a range of different style and flavour descriptors compared with the older drinkers. Although those under the age of 35 make up a small proportion of the regular wine drinking population (roughly 20% compared to 50% for those over 54), these younger drinkers are showing a different approach to the wine category.



Research methodology

- **Data collection:**
 - The data for this report was collected in July '17 in Japan
 - Data was gathered via Wine Intelligence's Vinitrac® Japanese online survey and is representative of all Japanese regular wine drinkers
 - Sampling: quotas-based; quotes were defined in terms of age and gender
 - Sample size: n=1,000 Japanese regular wine drinkers
- **Screening criteria:**
 - Respondents were required to drink wine at least once per month, to drink at least red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade
- **Data processing:**
 - Invalid responses (those who completed the survey too quickly, or who "straight-lined" through selected questions) were removed from the sample

How does Vinitrac® work?

- **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)
- **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
- **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



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Format: 60-page PowerPoint (PDF)

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