
ROSÉ & PINK MOSCATO IN THE AUSTRALIAN WINE MARKET

July 2018 Report

The logo for Wine Intelligence, featuring the word "wine" in a lowercase, bold, sans-serif font with a white dot over the "i", and the word "intelligence" in a smaller, lowercase, sans-serif font below it. The logo is set against a solid blue circular background.

wine
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Rosé & Pink Moscato in the Australian Market 2018

Report overview



Report price:

GBP 1,000
USD 1,400
AUD 1,800
EUR 1,200

2
report
credits

The Rosé & Pink Moscato in the Australian Market 2018 report includes:

- Report with the latest information regarding the Australian wine market, supported by:
 - Wine Intelligence Vinitrac
 - Wine Intelligence market experience
 - Secondary sources
 - Trade interviews
 - Tracking data 2015-2017-2018



Contents



- Management summary p. 5

- Overview of the AUS rosé & pink Moscato wine market p. 14
 - Population of rosé and pink Moscato wine drinkers
 - Alcoholic beverage repertoire in 2018
 - Rosé wine consumption change over time
 - Rosé wine consumption change over time by gender
 - Alcoholic beverages: Consumption frequency

- Profile of the rosé and pink Moscato drinker p. 20
 - Monthly rosé drinker: demographics
 - Rosé wine consumption frequency
 - Monthly pink Moscato drinker: demographics
 - Discovery of rosé and pink Moscato wines

- Rosé and pink Moscato vs. other types of wine p. 27
 - Wine seasonality
 - Quality Perception
 - Off-premise occasions for rosé and pink Moscato
 - Monthly rosé drinkers: off premise
 - Monthly rosé drinkers: on premise
 - Off-premise spend
 - Motivations to drink each type of wine
 - Monthly rosé drinkers: Motivation to drink rosé
 - Place of origin associations rosé and pink Moscato
 - Style descriptors for rosé and pink Moscato
 - Unprompted brand awareness for rosé/pink Moscato brands

- Methodology p.39

Management summary: ROSÉ

Key trends in the rosé category in Australia



1. ROSÉ CONTINUES TO GROW IN POPULARITY IN THE AUSTRALIAN MARKET

- Over the past 10 years, the rosé category has continued to grow steadily to the level in 2018 where one in three regular wine drinkers have consumed it in the past 12 months

2. ROSÉ IS PARTICULARLY FAVOURED BY MORE ADVENTOROUS WINE DRINKERS

- Monthly rosé drinkers are over-represented in the “Adventurous Explorers” and “Developing Drinker” consumer portrait groups

3. ALTHOUGH OFTEN ENJOYED BY YOUNGER DRINKERS, ROSÉ IS CONSUMED BY DRINKERS FROM A RANGE OF AGES AND NEAR EQUALLY BY BOTH MEN AND WOMEN

- Near equal proportions of men and women drink rosé regularly, and whilst almost 50% of monthly rosé drinkers are aged 34 and under, 25% of monthly rosé drinkers are aged 55+

4. BEYOND AUSTRALIA, ROSÉ IS MOST ASSOCIATED WITH COMING FROM FRANCE, ITALY AND NEW ZEALAND

5. ROSÉ IS PRIMARILY ASSOCIATED WITH DELIVERING REFRESHMENT BY BEING LIGHT AND DELICATE

- In comparison with red, white and pink Moscato wines, rosé is more strongly associated with being delicate, fruity, easy drinking and light
- The motivations for drinking rosé are dominated by being able to share with friends, being trendy and specifically the taste when compared with other types of wine



Management summary: **PINK MOSCATO**

Key trends in the pink Moscato category in Australia



6. PINK MOSCATO IS ENJOYED BY JUST OVER 20% OF WINE DRINKERS IN AUSTRALIA

- 1.4 million drinkers in Australia have consumed pink Moscato wine in the past month

7. PINK MOSCATO DRINKING SKEWED TOWARDS YOUNGER WOMEN, BUT NOT EXCLUSIVELY TO THESE DRINKERS

- Whilst monthly pink Moscato drinkers are significantly more likely to be female and aged under 25, 38% of pink Moscato drinkers are men and 30% of these drinkers aged 45 years +

8. THE MOTIVATION FOR DRINKING PINK MOSCATO IS LED BY BEING SEEN AS SUITABLE FOR SOCIAL OCCASIONS AND DELIVERING VALUE

- Drinking pink Moscato is more driven by being seen as suitable for party and celebratory occasions than other types of wine, as well as by it being both refreshing and good value for money

9. PINK MOSCATO DISTINCT IN CONSUMERS' MINDS FOR BEING SWEET & JUICY

- In comparison with red, white and rosé wines, pink Moscato is particularly associated with wine that is both sweet and juicy

10. PINK MOSCATO IS RELATIVELY LIMITED IN TERMS OF ORIGIN ASSOCIATION, BEING SEEN AS COMING MAINLY FROM AUSTRALIA OR ITALY



- The data for this survey was collected in Australia in 2007, 2012, 2016 and 2018
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 1,007 Australia regular wine drinkers (2007)
 - 1,505 Australia regular wine drinkers (2012)
 - 1,032 Australia regular wine drinkers (2016)
 - 1,000 Australia regular wine drinkers (2018)
- 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-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Australian 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



Trade interview methodology

- Trade Interviews were conducted with 3 experienced industry professionals in the Australian wine trade in June 2018
- Interviews followed a pre-determined discussion guide, and covered overall market trends relating to rosé and pink Moscato wines
- The three interviewees were members of the wine trade working in different roles:
 - 1 x Wine buyer/sommelier
 - 1 x Wine Critic/Communicator
 - 1 x Independent Retailer



Consumer interview methodology

- Consumer Interviews were conducted with four regular wine drinkers in Australia in June 2018
- Interviews followed a pre-determined discussion guide, and covered overall market trends relating to rosé and pink Moscato wines
- The four interviewees included a both genders and a range of different age groups

REPORT PRICE: • AUD 1,800 • GBP 1,800 • USD 1,400 • EUR 1,200 • 2 Report Credits

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