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# SPARKLING WINE IN THE SWEDISH MARKET

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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 light blue circular background.

wine  
intelligence

# Sparkling Wine in the Swedish Market 2018

## Report overview



### Report price:

GBP 1,500  
USD 2,100  
AUD 2,700  
EUR 1,800

3  
report  
credits

### The Sparkling Wine in the Swedish Market 2018 report includes:

- Report with the latest information regarding the Swedish sparkling wine market, supported by:
  - Wine Intelligence Vinitrac
  - Wine Intelligence market experience
  - Secondary sources
  - Trade interviews



# Contents page



- Management summary p. 4
- Overview of the Swedish sparkling wine market p. 12
  - Sparkling wine volume in Sweden
  - Per capita consumption of sparkling wine
  - Population of sparkling wine drinkers in Sweden
  - Demographics of sparkling wine drinkers in Sweden
- Sparkling wine consumers in Sweden p. 17
  - Sparkling wine types awareness and consumption
  - Alcoholic beverage consumption
  - Gender distribution of sparkling wine drinkers
  - Age distribution of sparkling wine drinkers
  - Sparkling vs. other alcoholic beverages frequency
  - Preferred alcoholic beverage
  - Alcoholic beverage suitability: Off-trade
  - Alcoholic beverage suitability: On-trade
- Sparkling wine consumption behaviour and perception p. 2
  - Sparkling wine consumption frequency by type
  - Sparkling wine type consumption change
  - Sparkling wine type quality perception
  - Sparkling wine type value-for-money perception
  - Sparkling wine type imagery perception
- Purchase behaviours and wine attitudes and involvement p. 36
  - Consumption locations
  - Wine-buying channel
  - Choice cues
  - Typical off-trade spend
  - Typical on-trade spend (bottle)
  - Typical on-trade spend (glass)
  - Attitudes towards sparkling wine
  - Involvement in the sparkling wine category
- Sparkling wine brand health p. 47
  - Sparkling wine brand power
  - Sparkling wine brand awareness and purchase
  - Sparkling wine brand conversion
  - Sparkling wine brand consideration
  - Sparkling wine brand affinity
  - Sparkling wine brand recommendation
- Prosecco trends p. 56
  - Perceptions of Prosecco
  - Prosecco choice cues
  - Motivation for Prosecco consumption
  - Ways of Prosecco consumption
  - Substitutes for Prosecco
- Research methodology p. 60

### 1. SPARKLING WINE CATEGORY EXHIBITS STRONG GROWTH OVER THE PAST FIVE YEARS

- Per capita consumption of sparkling wine in Sweden has seen promising growth both in the short and long-term
- While Swedish drinkers of sparkling wine are comfortable sticking to familiar sparkling wines, just over 1/3rd are open to new and different styles of sparkling wines

### 2. SPARKLING WINE REMAINS AN OCCASIONAL BEVERAGE CHOICE IN SWEDEN

- Despite the promising growth of sparkling wine in Sweden, sparkling wine remains an occasional choice
- Swedish drinkers are most likely to consume sparkling wines at home or at a friend's house, although Cava is significantly more popular in restaurants or bars than other sparkling wines

### 3. CHAMPAGNE, PROSECCO, AND CAVA MOST POPULAR AMONGST SWEDISH CONSUMERS

- Consumption of sparkling wine is led by Champagne, Prosecco, and Cava
- Champagne, Prosecco and Cava have the highest awareness rates amongst Swedish drinkers, with Champagne and Prosecco consumed by over half of sparkling wine drinkers
- Compared to other sparkling wines, Prosecco is more likely to be seen as a refreshing drink, popular with my friends and fashionable, while Champagne is most associated with quality, sophistication and creating positive impressions

### 4. PROSECCO BRAND PIZZOLATO DOMINATES SPARKLING WINE BRANDS

- Pizzolato is the sparkling wine brand with the highest awareness, purchase, consideration, recommendation, and affinity levels amongst Swedish drinkers of sparkling wine

### 5. YOUNGER WOMEN HAVE A STRONGER RELATIONSHIP WITH SPARKLING WINE COMPARED TO YOUNGER MEN

- Men aged 18-34 indicate a significantly higher interest and confidence about sparkling wine, despite having relatively low awareness.
- Women aged 18-34 are the most likely to be aware of Prosecco, while Champagne is better-known amongst more experienced consumers aged 55+



# Research methodology:

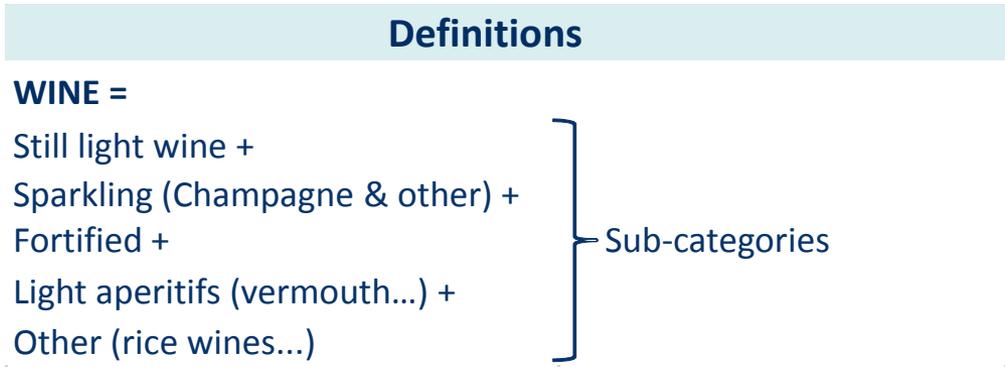
## Sampling and quotas used for Vinitrac® Sparkling Sweden



- The data for this study was collected in March 2018
- Data was gathered via Wine Intelligence's Vinitrac® online survey of 1,000 Swedish drinkers of sparkling wine
- Respondents meet the following requirements:
  - Adult drinking age
  - Permanent resident of the country
  - Drink sparkling wine
- 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 Swedish drinkers of sparkling wine in terms of age and gender



- Measures from the IWSR correspond to actual wine consumption figures. This means sales into the trade (on-trade and 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':



## 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 three experienced industry professionals in Sweden's wine trade in May 2018
- Interviews followed a pre-determined discussion guide, and covered overall market trends relating to sparkling wine
- The three interviewees are members of the wine trade working in different roles:
  - 2 x wine importers
  - 1 x wine category manager

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

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