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# Wine Consumption and Gender:

Do women and men approach wine differently?

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October **2018** Multimarket report

A circular logo with a light blue background. The word "wine" is written in a lowercase, sans-serif font with a white dot over the 'i'. Below it, the word "intelligence" is written in a smaller, lowercase, sans-serif font.

wine  
intelligence

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# Wine Consumption and Gender:

## Do women and men approach wine differently?

### Report overview



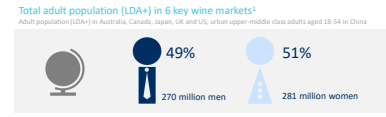
Report price:

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

3  
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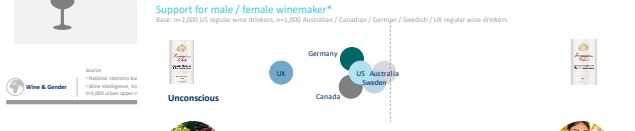
#### 1 Gender of wine drinkers

Equal number of male and female wine drinkers across key markets



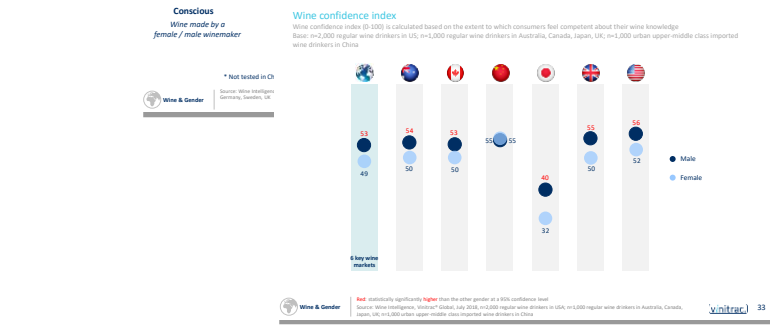
#### 10 Support for male / female winemaker

Unconsciously, 'John' is more favoured over 'Mary', whilst the more conscious decision of a female winemaker in general garners more appeal



#### 4 Wine confidence index

Men are significantly more confident within all markets with the exception of China, where women and men are equally confident with wine



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

# Wine Consumption and Gender

## Introduction



Do men and women engage with wine differently? Perhaps this is a dangerous question in the era of heightened gender politics. However, it is also a sensible research question to ask, and the validity of the various theories doing the rounds might have profound commercial implications for those selling wine to the world's 2 billion or so wine consumers, who divide roughly equally into the two genders.

Plenty has been written about the supposed differences between men and women in terms of how they think, act and interact with one another. There is also a lot of generalisation about how they buy, based on observation (and occasionally unsubstantiated prejudice). As researchers in the wine category, we often find that factors other than gender provide better explanations for variance in behaviour. These could include: how old you are, where you live, whether or not you have children living at home, how much you know about wine, whether you grew up in a wine drinking household, how much disposable income you have, and most likely a combination of these and many other factors.

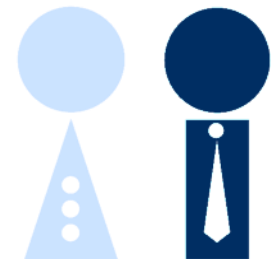
Yet, the gender-and-wine question remains, and with it a number of fascinating and mostly anecdotal theories about gender-related wine behaviour. In this report, we have taken some of the most commonly-heard hypotheses, and used our extensive international consumer behaviour and attitudinal datasets, plus some specifically-designed research experiments, to see if there is any evidence to support or refute them.

We would not presume to think that we have the last word on this – so rather than demolishing or “proving” any of these theories, we note simply what the evidence tells us so far.



Lulie Halstead  
Chief Executive  
Wine Intelligence

For reference, the gender icons we use in this report are



FEMALE MALE



Women of the Vine & Spirits is thrilled to collaborate with Wine Intelligence on this first ever report focused on gender and wine consumption across six key wine markets.

In an era where the role of gender is very much front of mind, an independent study that statistically reliable and valid is essential for our industry and innovation.

Women of the Vine & Spirits gives women globally a platform and a voice to thrive in the alcohol beverage industry. Our mission is for our members to connect through our global network to build their business and career, collaborate across all industry sectors to accelerate their business and professional development and commit to take action and make a positive impact in the alcohol beverage industry.

To learn more about Women of the Vine & Spirits, and our Strategic Alliance with Wine Intelligence, visit [www.womenofthevine.com](http://www.womenofthevine.com)

For Corporate Membership Inquiries, please contact Women of the Vine & Spirits at [info@womenofthevine.com](mailto:info@womenofthevine.com).

# Wine and gender: Report scope

Investigating the gender difference in wine buying and consumption behaviour across 6 key wine markets

Australia
Canada
China
Japan
UK
US



Representative of **232 million** wine drinkers<sup>1</sup>

Feedback from **7,000** wine drinkers in 6 markets<sup>2</sup>

The sample is representative of **wine drinkers** in each market

Source:

<sup>1</sup> Wine Intelligence calibration studies in Australia, Canada, China, Japan, UK, US

<sup>2</sup> Wine Intelligence, [Vinitrac](#) Global, July 2018, n=2,000 regular wine drinkers in US; n=1,000 regular wine drinkers in Australia, Canada, Japan, UK; n=1,000 urban upper-middle class imported wine drinkers in China

# Wine consumption and gender



This report will test the following commonly-discussed hypotheses about wine and gender, and determine whether or not the evidence supports them

1. Do women drink more wine than men?
2. Do men spend more money on wine than women, with luxury wine more a male domain?
3. Is wine more integrated into the everyday lives of women compared with men?
4. Are men more knowledgeable about and confident with wine compared with women?
5. Do men rely more on external validation of their wine choices compared with women?
6. Is red wine for men and white / rosé wine for women?
7. Is sparkling wine mainly a woman's drink?
8. Are women more likely to buy sustainable and ethical wines compared with men?
9. Do men and women like different kinds of label designs?
10. Do women favour female-led, -owned or -made wines when given the choice?
11. Are women more conscious of moderating their alcohol consumption compared with men?

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