



WINE INTELLIGENCE

SPARKLING WINE IN THE AUSTRALIAN MARKET

APRIL 2019



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Sparkling Wine in the Australian Market 2019 report

Report overview



Report price:

GBP 1,500
USD 2,000
AUD 2,800
EUR 1,700

3
report
credits

The Sparkling Wine in the Australian Market 2019 report includes:

- Report with the latest information regarding the sparkling wine market in Australia, supported by:
 - Wine Intelligence Vinitrac® Australia
 - Wine Intelligence market experience
 - Secondary sources

User-friendly data table with all the measures from Vinitrac® Australia showing significances, cross tabbed with:

- Gender groups
- Age groups
- Region and income
- Monthly + sparkling drinkers by sparkling category
- Sparkling wine attitude



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▪ Typical on-premise spend (glass)			

Research methodology

Sampling and quotas used for Vinitrac® Australia



- The data for this study was collected in July 2018 and January 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey of sparkling wine drinkers in Australia:
 - 1,000 Australian drinkers of sparkling wine who have drunk sparkling wine at least once a year in the past 12 months in July 2018
 - 1,107 Australian drinkers of sparkling wine who have drunk sparkling wine at least once a year in the past 12 months in January 2019
- Respondents meet the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Are aware of at least one sparkling wine types
 - Drink at least one type of sparkling wine at least once a year
- 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 Australian sparkling drinkers in terms of gender, age, income and region

- The distribution of the sample can be seen in the table below:

Australia		2018 n=1,000	2019 n=1,107
Gender	Male	45%	45%
	Female	55%	55%
	Total	100%	100%
Age	18-24	16%	16%
	25-34	19%	19%
	35-44	17%	17%
	45-54	15%	15%
	55-64	15%	15%
	65+	19%	19%
	Total	100%	100%
Region	Australian Capital Territory	0%	0.5%
	New South Wales	36%	36%
	Northern Territory	0.5%	0.2%
	Queensland	16%	16%
	South Australia	6%	6%
	Tasmania	1%	1%
	Victoria	30%	30%
	Western Australia	10%	10%
	Total	100%	100%

Wine Intelligence, Vinitrac® Australia, 2018, n=1,000, and 2019, n=1,107, Australian drinkers of sparkling wine who drink sparkling wine at least once a year



- 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 thousands of 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



Trade interview methodology

- Trade Interviews were conducted with 4 experienced industry professionals in Australia's wine trade in March 2019
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The 4 interviewees were members of the wine trade working in different roles within the industry:
 - *x 1 National Retailer*
 - *x 1 Independent Retailer*
 - *x 1 Marketing Manager*
 - *x 1 Sommelier*



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If you have any questions, please contact your local Wine Intelligence office:

AVIGNON

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

CAPE TOWN

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON

Emily Carroll, Senior Business Manager | T +44 020 7378 1277 | Email: emily@wineintelligence.com

SAO PAULO

Rodrigo Lanari, Brazil Country Manager | T +55 (0) 11 3065-8411 | Email: rodrigo@wineintelligence.com

SYDNEY

Ben Luker, Business Executive | T +61 (0) 416 638 272 | Email: ben@wineintelligence.com

TRIESTE

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com

VALLADOLID

Juan Park, Director, South America and Iberia | T +34 637 214 829 | Email: juan@wineintelligence.com