



WINE INTELLIGENCE

Australia SOLA: Opportunities in sustainable, organic & lower alcohol wines

JULY 2019

Sustainable wine

Organic wine

Lower **A**lcohol
wine

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Australia SOLA:

Opportunities in sustainable, organic & lower alcohol wines

Report Overview



Report price:

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

3
 report
 credits

Case study: Moderation in Australia
 Across all age groups, significantly higher proportions of Australian wine drinkers are actively reducing the amount of alcohol they consume, when compared with all Australian wine drinkers

Case study: Lower alcohol wine purchase barriers
 The thought that lower alcohol wine is of lower quality is prevalent amongst Australian wine drinkers, being the 2nd largest barrier to purchase

Lower alcohol barriers for purchase
 % who would consider purchasing or drinking less alcohol wine in the past 6 months.
 Base = All Australian regular wine drinkers (n=1,000)

Australia SOLA wine opportunity index
 Calculating the Australia SOLA wine opportunity index

- Using three measures of 'opportunity' – awareness, purchase intent and affinity – we created an index to show which alternative wine types had the best opportunity in Australia
- Feedback from over 1,000 consumers collected via Vinitrac® was analysed to calculate the index for alternative wine opportunity across Australia
- The index has been weighted to reflect the size of the wine drinking population in Australia, enabling the SOLA wine index to be more reflective of the market opportunity

Purchase Intent
 % who have specifically sought to buy the type of wine in the past 6 months
 % who would consider buying the type of wine in the future

Awareness
 % who are aware of the type of wine

Affinity
 % who think the type of wine is right for people like them

SOLA opportunity index

Less of an issue for those aged 65+ compared with all Australian Wine Drinkers (1.10 vs 2.28)

20%
 % who are actively reducing by choosing not to drink alcoholic beverages

35%
 % who are actively reducing by choosing lower alcohol options

55 and over

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