



WINE INTELLIGENCE

UK SOLA:

Opportunities in sustainable, organic & lower alcohol wine

JULY 2019

Sustainable wine

Organic wine

Lower **A**lcohol
wine

Copyright

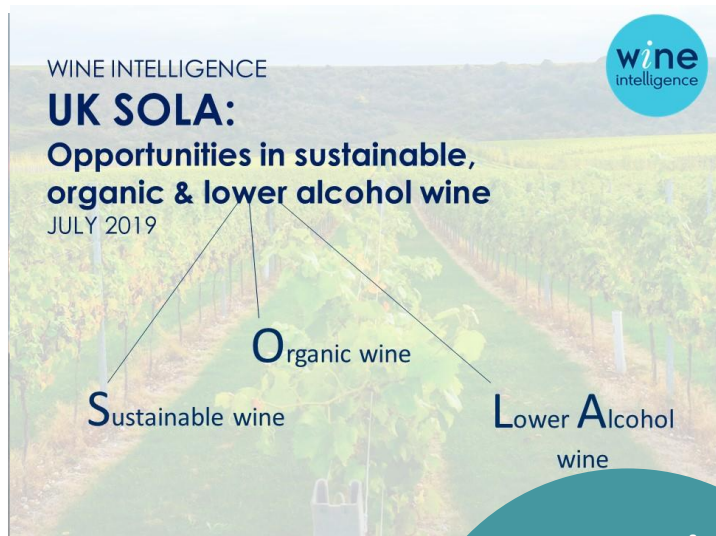
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UK SOLA:

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

Purchase intent of wine types
 Sustainability purchase cues tend to have a stronger impact on purchase decision making. Fairtrade is the most positive cue that speaks to consumers' concerns over the environment and workers' rights

Intent to purchase
 % who would be likely or very likely to purchase the following wines
 Base = All UK regular wine drinkers (n=5,000)

Case study: Lower alcohol wine purchase drivers
 UK regular wine drinkers purchase lower alcohol wines primarily for health reasons as well as the taste appeal

Lower alcohol motivations for purchase
 % who consider purchase on have purchased lower alcohol wine in the past 6 months

UK SOLA wine opportunity index
 Calculating the UK 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 the UK
- Feedback from over 1,000 consumers collected via Vintrac® was analysed to calculate the index for alternative wine opportunity across the UK
- The index has been weighted to reflect the size of the wine drinking population in the UK, enabling the SOLA wine index to be more reflective of the market opportunity

Awareness
 % who are aware of the types of wine

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

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

SOLA opportunity index

Bar chart data:

Motivation	Percentage
Health	33%
Vegetarian	20%
Carbon footprint	17%
Non-Alcoholic	17%

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