



WINE INTELLIGENCE

WINE SHOPPER REPORT

GERMANY

AUGUST 2019

Copyright

© Wine Intelligence 2019

- All rights reserved. No part of this publication may be reproduced in any form (including photocopying or storing it in any medium by electronic means) without the permission of the copyright owners. Application for permission should be addressed to Wine Intelligence.
- The source of all information in this publication is Wine Intelligence unless otherwise stated.
- Wine Intelligence shall not be liable for any damages (including without limitation, damages for loss of business or loss of profits) arising in contract, tort or otherwise from this publication or any information contained in it, or from any action or decision taken as a result of reading this publication.
- Please refer to the Wine Intelligence Terms and Conditions for Syndicated Research Reports for details about the licensing of this report, and the use to which it can be put by licensees.
- Wine Intelligence [XX] Ltd: 109 Maltings Place, 169 Tower Bridge Road, London SE1 3LJ [XX] Tel: 020 73781277. E-mail: info@wineintelligence.com. Registered [XX] in England as a limited company number: 4375306

Contents



▪ Introduction	p. 4	▪ Retailer ranking	p. 24
▪ Management summary	p. 6	Wine-buying retailer usage	
▪ Overview of German wine market	p. 9	Main wine-buying retailer usage	
Wine Intelligence Compass classification		Retailer promoter score	
Still wine market volumes overview		Retailer net promoter score	
Sparkling and fortified wine volumes overview		Promoter shopper insights	
Per capita consumption of still light wine overview		▪ Shopper profiles	p. 33
▪ Overview of German wine consumers	p. 15	▪ Online retailer ranking	p. 52
Top-down view of German wine drinkers		Wine-buying online retailer usage	
Demographics of German off-trade wine drinkers		Online retailer promoter score	
		Online retailer net promoter score	
▪ Overview of German wine trade	p. 18	▪ Potential from channel and shopper's point of view	p. 57
Wine buying channel usage		▪ Methodology	p. 62
Structure German wine trade			
Overview German retailer			

Wine Shopper Report – Germany

Introduction

Germany is not only one of the largest wine markets in the world, but also ranks among the most mature and attractive markets. Still wine volumes remain relatively stable, with a slight decrease in domestic wine volumes (-1 CAGR). In the channel to market landscape, supermarkets and discounters are the most-used channels. Supermarkets and the internet have become increasingly more important as sales channels since 2007, while mail order has been decreasing. Online, with focus on specialized trade, shows strong growth from a small base.

In this highly competitive market thorough understanding of retailer positioning, performance in the wine category and shopper behavior of wine drinkers becomes key success factors to defend or win share as well as realizing value growth. This report reviews the performance of retailers using the Net Promoter Score as an indicator, describes the profiles of wine drinkers that mainly shop with the respective retailers and provides an initial shopper focused segmentation of German wine drinkers.

With about one third of off-trade wine drinkers that have bought wine in the past 6 months at Rewe or Edeka, both are the most used retailers for wine purchases, closely followed by Aldi and Lidl. Both Rewe and Edeka are also in close competition for being the primary retailer from which off-trade wine drinkers mainly purchase their wine from.

In contrast to the most used retailers, the specialist wine retailer Jacques' Weindepot has the highest share of promoters, followed by the Cash & Carry-market Metro and the specialist wine retailer Hawesko. The two specialist wine retailers Jacques' Weindepot and Hawesko also have the highest Net Promoter Score (NPS), followed by Globus and Metro. Three out of top five NPS-ranking retailers are specialist wine retailers. Retailers with larger outlets / wine portfolios also tend to have higher Net Promoter Scores than those with smaller outlets / wine portfolios. Discounters have the lowest NPS scores.

Main-buyers of each retailer show significant differences regarding socio-demographics, consumption frequency, wine attitude, how they purchase, which brands they purchase and what they drink in general. Brand owners are well advised to reflect shopper differences of retailers in their brand strategy, account management as well as shopper, category and trade marketing.

Strong online wine retail NPS scores indicate the future potential of this channel for Germany. Initial shopper analysis identified a new generation of multichannel-shoppers which also points towards growth opportunities for online, hybrid on- and offline approaches and new formats.



Wilhelm Lerner
Country Manager Germany

- The data for this report was collected in Germany in July 2017, October 2018 and January 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
 - 1,000 German regular wine drinkers (July 2017)
 - 2,005 German regular wine drinkers (October 2018 + January 2019)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of German regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

Germany			
		Jul '17	Oct '18 + Jan'19
		<i>n=</i> 1,000	2,005
Gender	Male	43%	42%
	Female	57%	58%
	Total	100%	100%
Age	18-24	4%	4%
	25-34	12%	12%
	35-44	16%	16%
	45-54	22%	22%
	55-64	30%	29%
	65 and over	17%	17%
	Total	100%	100%
Region	Baden-Württemberg	15%	15%
	Bayern	17%	17%
	Berlin	4%	4%
	Brandenburg + Mecklenburg-Vorpommern	5%	5%
	Niedersachsen + Bremen	10%	10%
	Schleswig-Holstein + Hamburg	6%	6%
	Hessen	7%	7%
	Nordrhein-Westfalen	19%	19%
	Rheinland-Pfalz + Saarland	6%	6%
	Sachsen +Sachsen-Anhalt +Thüringen	11%	11%
	Total	100%	100%

Source: Wine Intelligence, Vinitrac® Germany, Jul '17 n=1,000, Oct'18 + Jan'19 n=2,005 German regular wine drinkers

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

Wine Intelligence Ltd Terms and Conditions of Licence for Syndicated Research Products – key sections

Definitions and Interpretation

The “Agreement” means the Agreement between Wine Intelligence Ltd and the Customer to provide a Licence for the use of the Syndicated Research Report(s) for Fees on these terms and conditions of business and as set out in a Proposal and the Acceptance of Proposal

“WI” is Wine Intelligence Ltd, trading as Wine Intelligence.

“Customer” means the person or entity purchasing the Licence for the use of the Syndicated Research Report(s)

“Proprietary Information” means all information contained in the Syndicated Research Report(s) and associated briefings or presentations by WI, plus all logos, Processes, third party data and formats contained therein

“Licence” means the Customer’s right to use, store, retrieve and disseminate the Syndicated Research Report(s), as defined by the Agreement

“Acceptance of Proposal” means the document provided by the Customer to WI confirming the terms of engagement of WI to provide the Customer with the Licence for the use of the Syndicated Research Report(s)

“Fees” means the fees payable by the Customer to WI, as set out in the Contract, plus VAT at the current rate, subject to exemptions as set out in UK and EU law

“Processes” means any research processes, techniques and methodologies used in the creation of the Syndicated Research Report(s)

“Proposal” means the specification of the Syndicated Research Report(s) by WI to the Customer

“Syndicated Research Report” means a written document containing Wine Intelligence copyright materials such as data, information, insight, commentary, either written, oral, video, or audio and, where appropriate, copyright materials of a Third Party that have been reproduced by permission

“Representative Organisation” means any body, association, trading group, generic organisation or any other coalition of interested parties, howsoever constituted, that acts on behalf of a broader group of stakeholders

“Subscription Products” means Syndicated Research Reports delivered to the Customer periodically as part of an ongoing Agreement

1. Engagement

The Customer engages WI to provide the Syndicated Research Report(s), and WI agrees to do so upon the terms of the Agreement for payment of the Fees.

The Fees for the Syndicated Research Reports shall be priced in Pounds Sterling. WI will publish indicative prices in Euros, [XX] Dollars, Australian Dollars, Canadian Dollars from time to time, and the Customer will have the opportunity to pay for Syndicated Research Reports using these currencies. Should the Customer opt for this form of payment the exact amount payable will be based on the prevailing exchange rate at the time of the execution of the Agreement.

2.. Copyright

2.1 The Copyright in the Syndicated Research Report(s) shall at all times vest with WI. The copyright in all artwork, data and copy for each element of the report created and assembled by WI shall at all times remain the property of WI.

2.2 All copyright and any other intellectual property rights in any material produced supplied or made available by a third party to WI for inclusion in the Syndicated Research Report shall remain the property of the third party. The Customer warrants its title to WI, except as may be expressly disclosed in writing, and agrees to indemnify WI against any claims by third parties in respect of any infringement of their copyright or other intellectual property rights.

2.3 WI asserts to the Customer its moral right to be identified as the author of the Syndicated Research Report in accordance with the UK Copyright Designs and Patents Act 1988 Section 77 and 78, and shall be entitled to hold itself out as the author of the Syndicated Research Report (and in particular the research undertaken in the process of completing the Syndicated Research Report) as part of WI’s own general marketing activities. WI shall be entitled to publish the name of the Customer in association with the Syndicated Research Report(s) as part of this general marketing activities.

2.4 The copyright in the Processes used to execute the Syndicated Research Report shall remain the property of WI throughout.

3. Licence

3.1 WI grants to the Customer under the Agreement a non-exclusive Licence in perpetuity to store and retrieve an electronic version of the Syndicated Research Report(s)

3.2 The Customer is entitled to disseminate the Syndicated Research Report(s) within its immediate organisation, including organisations affiliated by majority shareholdings, legally liable partnerships, or other majority ownership structure

3.3 If the Customer is a Representative Organisation, the entitlement outlined in Clause 7.2 DOES NOT extend to parties who hold membership or similar interest in the Representative Organisation, except by specific written permission from WI and the payment of further Fees associated with a Multi-User Licence

3.4 The Customer is entitled to extract elements of the Syndicated Research Report and re-use them for internal and external presentations, subject to the doctrine of Fair Use

3.5 At all times the Customer must identify any information extracted from the Syndicated Research Report in 7.5 above as being from WI

4. Warranties

No advice or information whether oral or written provided by WI to the Customer through the Syndicated Research Report(s) shall create any warranty not expressly stated in this Agreement.

The Client warrants and undertakes to abide by the UK Copyright Designs and Patents Act 1988 Section 77 & 78, and undertakes to obey the copyright restrictions on any materials received as part of this Agreement.

Please contact Wine Intelligence for full terms and conditions



For more information about Wine Intelligence please contact us:

Wine Intelligence
109 Maltings Place
169 Tower Bridge Road
London
SE1 3LJ
UK

Telephone: +44 (0)20 7378 1277

Email: info@wineintelligence.com

Web: www.wineintelligence.com

Follow us:   