WINE INTELLIGENCE

UK: WINE PACKAGING FORMATS

SEPTEMBER 2020

REPORT BROCHURE

PRICING

Report + data table

Price:

GBP 1,000
USD 1,300
AUD 1,900
EUR 1,200

2 report credits

Report length: 54 pages

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INTRODUCTION

The UK wine market has always been one of the pioneers (along with Sweden) when it comes to alternative wine trends in Europe, especially when looking at alternative packaging trends. Wine consumers in the UK show a growing openness to try wine packaging formats beyond the classic 75cl glass bottle, making the UK a highly promising market in terms of alternative packaging opportunities.

Consumers in the UK show a noticeable awareness of alternative packaging types, especially compared with other European markets. Although the standard 75cl glass bottle remains the most well-known in the market, awareness levels for other formats are growing; lesser known packaging types, such as pouches and cans, are still known by almost half of the UK regular wine drinkers population. These relatively high awareness levels, coupled with increasing consideration levels for most packaging types, are promising; they portray a consumer who is open and willing to try new things that go beyond classic packaging formats.

Allied with this, the UK is showing a growing openness towards bag-in-box. The purchase frequency of the latter increased during the months of June and July 2020, suggesting that COVID-19 positively impacted bag-in-box sales, though standard glass bottles were still the biggest beneficiaries of the off-trade sales surge in the first half of 2020. Bag-in-box convenience and good value for money, coupled with consumer environmental consciousness, drive its demand. However, there remains a key barrier to purchasing bag-in-box, as well as pouches and cans: the belief that these packaging types typically contain low quality wine. This highlights a key challenge for producers in the UK market to develop a premium bag-in-box sub-category.

As well as supporting sustainability, consumers are willing to swap to alternative wine packaging types because of value and convenience. Our data also shows a strong link between specific occasions and packaging types, suggesting consumers to be strongly occasion-driven when deciding which wine packaging to purchase - glass bottles for more formal and gift occasions and cans for more niche occasions of travelling and outdoor events.

The main barrier to purchasing alternative packaging formats is the long-standing and habitual preference for standard glass bottles. Smaller format bottles are still seen as delivering comparatively poor value for money, whilst magnums are seen as expensive and too difficult to carry and store at home.

Nonetheless, the picture shown in this report portrays some new potential for alternative wine formats in the UK; we expect the positive attitude and curiosity, especially among younger consumers, will continue to drive alternative packaging formats for wine for years to come.

RESEARCH METHODOLOGY: QUANTITATIVE

The data for this report was collected in the UK in October 2017, July 2019, and July 2020

Data was gathered via Wine Intelligence's Vinitrac® online survey

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 or in the on-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 UK regular wine drinkers in terms of gender, age, annual household income before taxes and region

The distribution of the sample is shown in the table:

		Oct-17	Jul-19	*Jul-20*
	n=	*1,000*	*1,000*	*1,003*
Gender	Male	50%	48%	49%
	Female	50%	52%	51%
	Total	*100%*	*100%*	*100%*
Age	18-24	7%	9%	7%
	25-34	18%	16%	17%
	35-44	18%	16%	17%
	45-54	19%	16%	18%
	55-64	16%	15%	13%
	65+	22%	27%	27%
	Total	*100%*	*100%*	*100%*
Annual household income before taxes	Under £20,000	12%	12%	11%
	£20,000 - £29,999	17%	17%	19%
	£30,000 - £39,999	19%	19%	18%
	£40,000 - £59,999	20%	19%	17%
	£60,000+	23%	23%	23%
	Prefer not to answer	10%	10%	13%
	Total	*100%*	*100%*	*100%*
Region	North	25%	21%	22%
	Midlands	16%	17%	14%
	South East + East	9%	23%	23%
	London	14%	13%	14%
	South West	14%	9%	11%
	Wales	8%	5%	5%
	Scotland	4%	9%	8%
	Northern Ireland	8%	3%	3%
	Total	*2%*	*100%*	*100%*

Source: Wine Intelligence, Vinitrac® UK, October 2017 (n=1,000), July 2019 (n=1,000), and July 2020 (n=1,003) UK regular wine drinkers

RESEARCH METHODOLOGY: QUALITITATIVE

TRADE INTERVIEWEES

Trade Interviews were conducted with three experienced industry professionals in the UK wine trade in 2020

Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing

The three interviewees were members of the wine trade working in different roles:

2 x Wine Brand Managers

1 x Wine Retailer

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