

WINE INTELLIGENCE

Canada SOLA 2021: Opportunities for Sustainable and Organic Wine in the Canadian Market

APRIL 2021

REPORT BROCHURE

PRICING



Report :

GBP 1,500

AUD 3,000

USD 2,100

EUR 1,800

3 credits

Report
length:
46
pages

Options to pay online or via invoice

[Learn more about Report Credit Bundles, which can be used to buy multiple reports and save 30% on the price of buying reports individually.](#)

First time buyer, small business and academic discounts available.

Please contact reports-shop@wineintelligence.com to enquire.

CONTENTS



06 SOLA Global management summary

11 SOLA Canada management summary

17 Attitudes towards sustainability

- General attitudes towards sustainability
- Attitudes towards sustainability in wine

21 SOLA Wine Opportunity Index

- Canada Alternative Wine Opportunity Index 2021
- Canada Alternative Wine Opportunity Index: Tracking
- Alternative wines awareness, sought to purchase, consideration and affinity

30 Net purchase intent of wine types

- Net intent to purchase
- Net Intent to purchase: Tracking

35 Alternative wines associations

- Alternative wine associations: Imagery map
- Alternative wine associations
- Organic, Fairtrade, sustainable and biodynamic associations

43 Methodology

- SOLA opportunity report markets
- Quantitative

Sustainable wine

Organic wine

Lower alcohol wine

Alternative wine

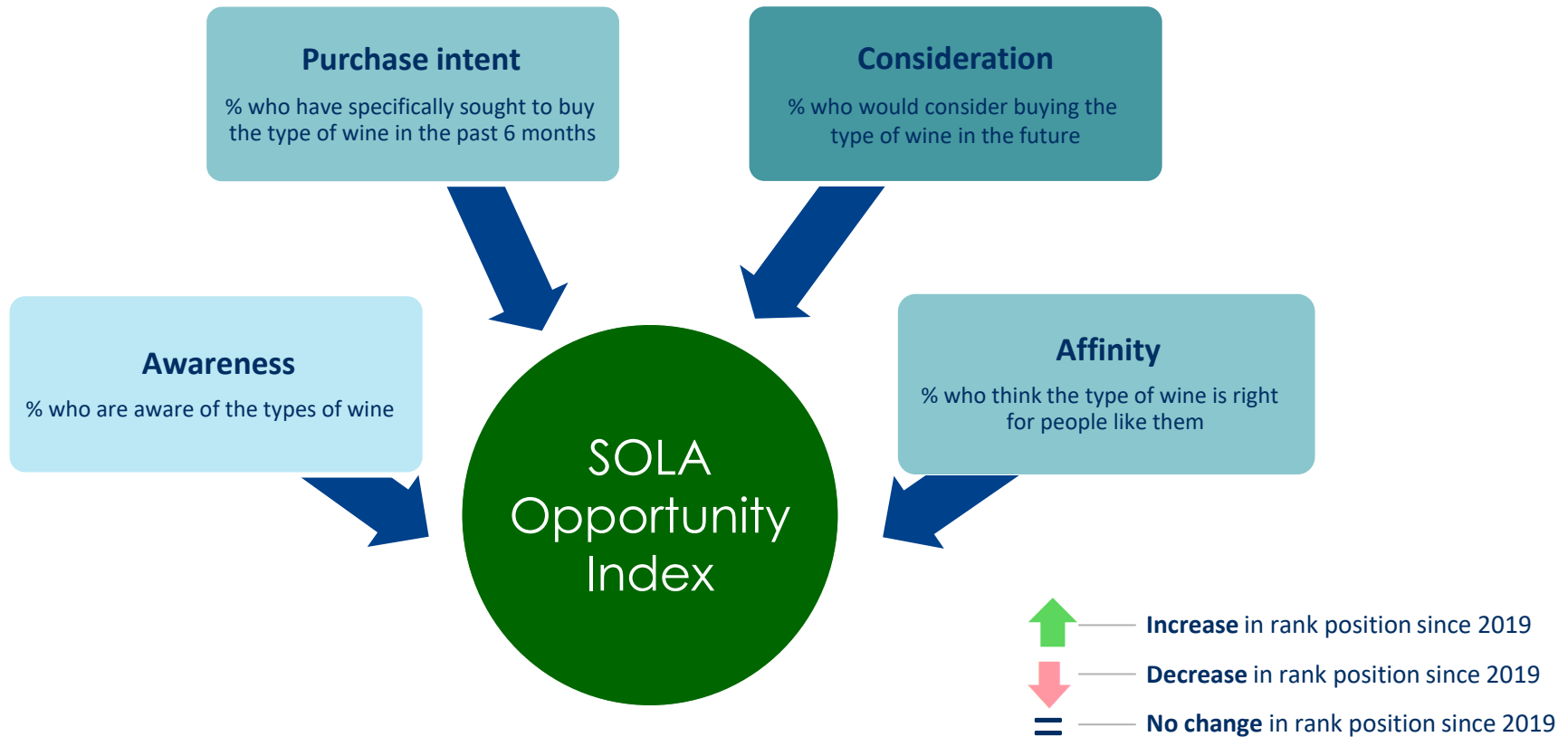
There is a
separate
report for Low /
No Alcohol
Wine
Opportunities

CALCULATING THE SOLA WINE OPPORTUNITY INDEX



Using four measures (awareness, intent to purchase, purchase consideration and affinity) an index is created to show which alternative wine types have the strongest market opportunities

- The index is **weighted to reflect the size of the wine drinking population** in each market, enabling the SOLA wine opportunity index to be **reflective of the global market opportunity**



EXAMPLE SLIDE: ALTERNATIVE WINES AWARENESS



No gender difference in terms of alternative wine awareness, though higher proportions of highly involved consumers are aware of multiple types of alternative wines

Alternative wines awareness: Gender, age and wine involvement

% who are aware of the following types of wine

Base = All Canadian regular wine drinkers (n=1,013)

	All Canadian regular wine drinkers	Gender		Age			Wine Involvement		
		Male	Female	19-34	35-54	55+	Low	Medium	High
<i>n=</i>	1,013	512	501	292	350	372	247	425	340
Organic wine	51%	49%	53%	48%	48%	55%	40%	53%	57%
Sulphite free wine	25%	26%	24%	24%	20%	31%	20%	24%	31%
Fairtrade wine	21%	19%	22%	21%	18%	23%	13%	18%	29%
Environmentally friendly wine	20%	21%	18%	18%	19%	21%	13%	19%	25%
Sustainably produced wine	20%	20%	20%	20%	22%	17%	10%	20%	27%
Preservative free wine	17%	18%	17%	17%	15%	19%	13%	17%	21%
Vegan wine	12%	11%	12%	15%	13%	7%	5%	12%	16%
Cannabis infused wine	10%	12%	8%	16%	10%	6%	9%	10%	11%
Orange / skin contact wine	8%	8%	9%	11%	8%	6%	5%	8%	11%
Wine from a carbon-neutral winery	7%	9%	6%	10%	8%	5%	6%	8%	9%
Vegetarian wine	7%	6%	8%	10%	7%	4%	3%	6%	11%
Biodynamic wine	4%	5%	3%	4%	5%	3%	2%	3%	7%
None of these	20%	22%	18%	18%	23%	18%	30%	18%	15%

Red / Blue: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, October 2020 (n=1,013), Canadian regular wine drinkers

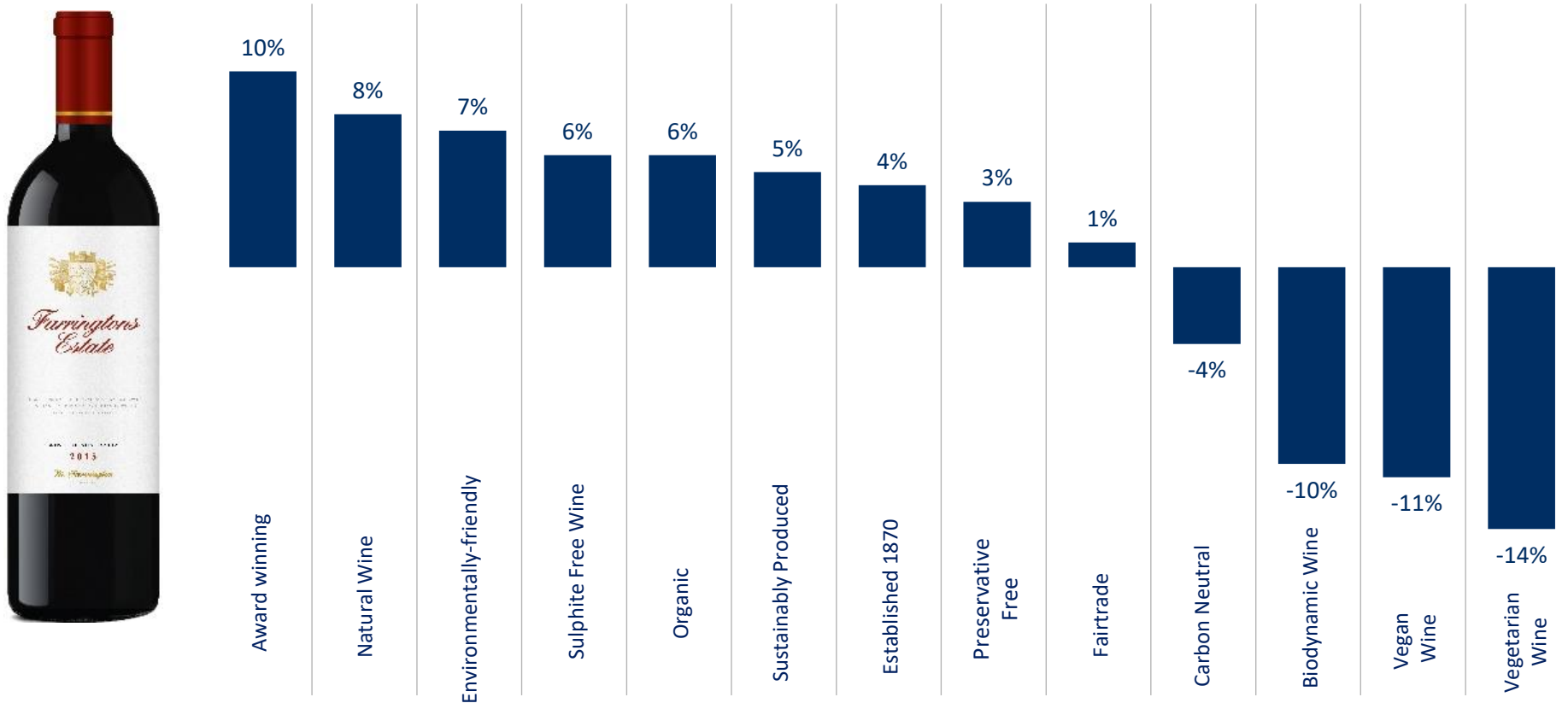
EXAMPLE SLIDE: NET PURCHASE INTENT OF WINE TYPES



Apart from award-winning, sustainable characteristics are strong wine purchase cues; note that in many consumers' minds wine is 'natural', whether or not it meets the wine industry's internal definitions of that characterization

Net intent to purchase: Net score compared with 'no claim'

% who would be likely or very likely to buy each wine minus those likely or very likely to buy the No Claim wine
Base = All Canadian regular wine drinkers (n=1,013)



CANADA RESEARCH METHODOLOGY: QUANTITATIVE



- The data was collected in the Canada in October 2020
- March 2019 was tracked against October 2020
- Data was gathered via Wine Intelligence’s Vinitrac® online survey
- Respondents were screened to ensure that they were at least 19 years old; drank red, white or rosé wine at least once a month; and bought 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 Canadian regular wine drinkers in terms of gender, age, Province
- The distribution of the sample is shown in the table:

		<i>Mar-19</i>	<i>Oct-19</i>
		<i>n= 1,000</i>	<i>1,013</i>
Gender	Male	50%	51%
	Female	50%	49%
	Total	100%	100%
Age	19-24	9%	7%
	25-34	20%	22%
	35-44	22%	18%
	45-54	13%	17%
	55-64	18%	17%
	65 and over	18%	20%
	Total	100%	100%
Province	Quebec	28%	25%
	Ontario	36%	38%
	West	30%	31%
	Other Provinces	6%	5%
	Total	100%	100%

Source: Wine Intelligence, Vinitrac® Canada, March 2019 (n=1,000) and October 2020 (n=1,013) Canadian regular wine drinkers

Other sources in the report include Wine Intelligence market experience, secondary sources and trade interviews.

Ready to purchase?

- [Buy online](#)
- Request an invoice by emailing reports-shop@wineintelligence.com

Need to know more?

- Email reports-shop@wineintelligence.com with your question(s)



*Connecting wine businesses with
knowledge and insights globally*

Wine Intelligence London (Head Office)

109 Maltings Place
169 Tower Bridge Road
London
SE1 3LJ

Telephone: +44 (0)20 8194 0090

Email: info@wineintelligence.com

Website: www.wineintelligence.com

Follow us:

