



A division of the IWSR Group

SOLA 2022: Opportunities in Sustainable, Organic and Alternative Wine



PRICING

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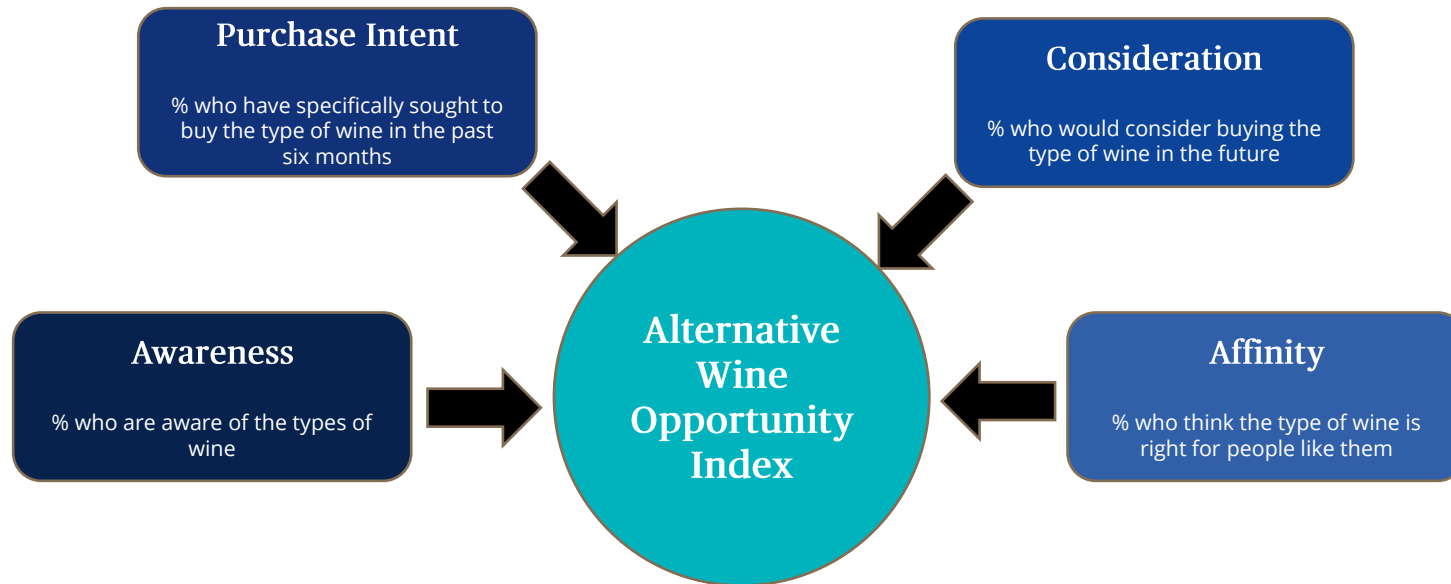
Markets Covered:

- Argentina
- Australia
- Brazil
- Canada
- China
- Germany
- Hong Kong
- Ireland
- New Zealand
- Portugal
- South Korea
- Singapore
- Sweden
- UK
- US

EXAMPLE SLIDE: Calculating the Alternative 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

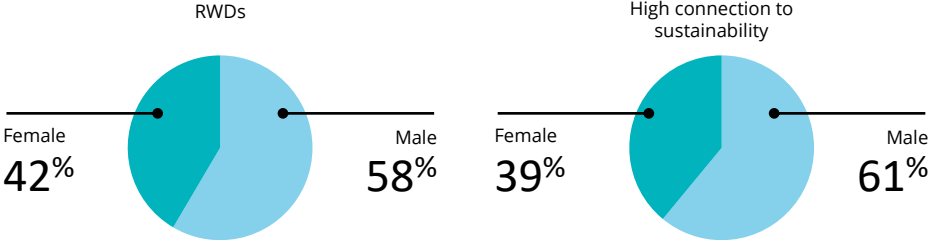
The index is weighted to reflect the size of the wine drinking population in each market, enabling the Alternative Wine Opportunity Index to be reflective of the global market opportunity



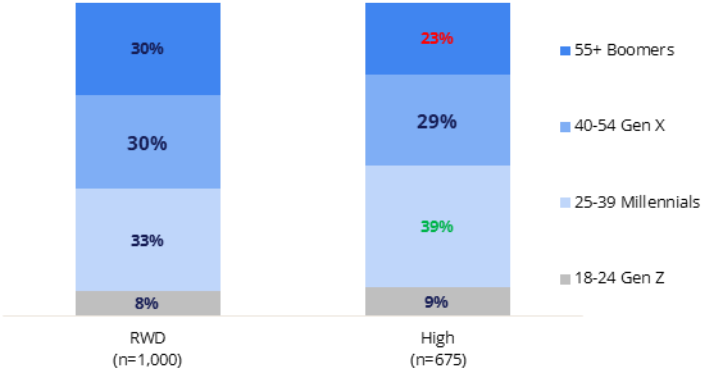
EXAMPLE SLIDE: Demographics: High connection to sustainability

Australian RWDs with high connection to sustainability* are more likely to be Millennials and to buy organic, sustainably produced and preservative-free wine

Gender



Age groups



Alternative wine awareness: Top 5

	RWD (n=1,000)	High (n=675)
Organic wine	42%	44%
Preservative free wine	27%	31%
Natural wine	26%	31%
Sustainably produced wine	24%	30%
Vegan wine	21%	24%

Alternative wine purchase: Top 5

	RWD (n=1,000)	High (n=675)
Natural wine	13%	16%
Organic wine	10%	13%
Sustainably produced wine	7%	10%
Preservative free wine	7%	9%
Environmentally friendly wine	7%	9%

*High connection to sustainability is defined as those who agree or agree strongly with five or more sustainability statements

Base = All Australian regular wine drinkers with a high connection to sustainability (n=675)
 Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
 Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Australian regular wine drinkers



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