



A division of the IWSR Group

Belgium

Wine Landscapes 2022



PRICING

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AUD 9,000
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Research methodology

QUANTITATIVE

- The data was collected in Belgium since March 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 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 was collected using quotas based on age, gender* and regions
- The distribution of the sample is shown in the table:

		Mar-17	Mar-18	Mar-19	Jul-20	Apr-22	
		<i>n=</i>	1,041	1,003	1,000	819	1,004
Gender	Male	53%	55%	52%	52%	49%	
	Female	47%	45%	49%	48%	50%	
	Total	100%	100%	100%	100%	100%	
Age	18-24	8%	7%	7%	7%	6%	
	25-34	14%	15%	13%	13%	16%	
	35-44	16%	16%	15%	15%	16%	
	45-54	18%	18%	18%	18%	19%	
	55 and over	43%	44%	47%	47%	43%	
	Total	100%	100%	100%	100%	100%	
Region	Brussels	13%	11%	11%	11%	11%	
	South (French) Belgium - Wallonid	35%	34%	34%	34%	35%	
	North (Flemish) Belgium - Vlaanderen	52%	55%	55%	55%	54%	
	Total	100%	100%	100%	100%	100%	

Source: Wine Intelligence, Vinitrac® Belgium, March 2017 - April 2022 (n≥1000) Belgian regular wine drinkers

Research methodology

QUALITATIVE

Market interviews were conducted with five experienced industry professionals in the Belgium wine trade in 2022.

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

The four interviewees were wine industry professionals working within the market in the following roles:

- Wine distributor
- Wine importer
- Wine marketer
- Market analyst
- Wine importer



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