



A division of the IWSR Group

Germany

Wine Landscapes 2022



PRICING

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Research methodology

QUANTITATIVE

- The data was collected in Germany since March 2016
- The following waves March 2018 and March 2021 were tracked against April 2022
- 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 is representative of German regular wine drinkers in terms of gender*, age and region
- The distribution of the sample is shown in the table:

		Mar-16	Jul-17	Mar-18	Jan-19	Mar-20	Mar-21	Apr-22
		n=	1,005	1,000	1,006	1,014	1,000	1,007
Gender	Male	43%	43%	42%	43%	43%	44%	43%
	Female	57%	57%	58%	58%	57%	56%	56%
	Total	100%	100%	100%	100%	100%	100%	100%
Age	18-24	5%	4%	4%	4%	4%	5%	5%
	25-34	12%	12%	12%	12%	12%	9%	9%
	35-44	18%	16%	16%	16%	16%	12%	11%
	45-54	23%	22%	22%	22%	22%	20%	21%
	55-64	29%	30%	29%	30%	26%	17%	17%
	65 and over	13%	17%	17%	16%	21%	37%	36%
Total	100%	100%	100%	100%	100%	100%	100%	
Region	Baden-Württemberg	14%	15%	15%	15%	15%	14%	14%
	Bayern	16%	17%	17%	17%	17%	15%	15%
	Berlin	4%	4%	4%	4%	4%	3%	4%
	Brandenburg + Mecklenburg-Vorpommern	6%	5%	4%	5%	5%	5%	5%
	Bremen + Niedersachsen	10%	10%	10%	10%	10%	10%	10%
	Hamburg + Schleswig-Holstein	5%	6%	6%	6%	6%	5%	5%
	Hessen	7%	7%	7%	7%	7%	9%	9%
	Nordrhein-Westfalen	19%	19%	19%	19%	19%	22%	20%
	Rheinland-Pfalz + Saarland	7%	6%	6%	6%	6%	6%	6%
	Sachsen + Sachsen-Anhalt + Thüringen	12%	11%	11%	11%	11%	10%	11%
Total	100%	100%	100%	100%	100%	100%	100%	

Source: Wine Intelligence, Vinitrac® Germany, March 2016 - April 2022 (n ≥ 1,000) German regular wine drinkers

*Please note that additional Gender categories were also surveyed. These categories fell naturally in the sample and were not enforced via quotas

Research methodology

QUALITATIVE

Market interviews were conducted with five experienced industry professionals in the German 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 five interviewees were wine-industry professionals working within the market in the following different roles:

- Market analyst
- Wine merchant
- Sparkling wine producer
- At a wine association
- Online retailer



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