



A division of the IWSR Group

Singapore

Wine Landscapes 2022



PRICING

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Research methodology

QUANTITATIVE

- The data was collected in Singapore since March 2015
- The following waves March 2017, March 2019 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 18-64 years old with a monthly pre-tax income \$3,000. They drank red, white or rosé wine at least twice a year; 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 Singapore semi-annual wine drinkers in terms of age, gender and monthly household income before tax
- The distribution of the sample is shown in the table:

		Mar-15	Mar-16	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21	Apr-22
		n=	655	600	603	600	600	600	600
Gender	Male		57%	56%	58%	57%	57%	56%	58%
	Female		43%	44%	42%	43%	43%	44%	42%
	Total		100%	100%	100%	100%	100%	100%	100%
Age	18-24		10%	9%	9%	9%	9%	8%	7%
	25-34		19%	18%	19%	19%	20%	21%	27%
	35-44		29%	32%	32%	30%	30%	28%	21%
	45-54		25%	24%	25%	26%	25%	26%	22%
	55-64 (Pre 2017 55+)		16%	17%	16%	17%	17%	16%	23%
	Total		100%	100%	100%	100%	100%	100%	100%
Monthly household income before tax	SGD 3,000 - 6,999		n/a	n/a	n/a	0%	0%	23%	32%
	SGD 7,000 - 9,999		n/a	n/a	n/a	23%	23%	18%	16%
	SGD 10,000 - 14,999		n/a	n/a	n/a	33%	33%	26%	21%
	SGD 15,000+		n/a	n/a	n/a	44%	43%	33%	31%
	Total		n/a	n/a	n/a	100%	100%	100%	100%

Source: Wine Intelligence, Vinitrac® Singapore, March 2015 - April 2022 (n ≥ 600) Singapore semi-annual wine drinkers

Research methodology

QUALITATIVE

Market interviews were conducted with five experienced industry professionals in the Singapore 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 roles:

- Head of Wine at a members' club
- Wine Consultant
- Wine Importer
- Wine Marketer
- Market Analyst



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