

# UK Sparkling Wine Landscapes

Sparkling Wine Market 2022



### **PRICING**



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### Research Methodology

**UK Sparkling Wine Landscapes** 2022

### Research methodology

### QUANTITATIVE

Data was collected in the UK since March 2017

The waves May 2019 and June 2021 were tracked against June 2022

Data was gathered via Wine Intelligence's Vinitrac® online survey of all alcohol drinkers and sparkling wine drinkers in the UK:

- 1,010 drinkers of sparkling wine in the UK who drink sparkling wine at least once a year in May 2019
- 1,000 drinkers of sparkling wine in the UK who drink sparkling wine at least once a year in June 2021
- 2,000 drinkers of sparkling wine in the UK who drink sparkling wine at least once a year in June 2022

Respondents meet the following requirements:

Adult drinking age

Permanent resident of the country

Are aware of at least one sparkling wine type\*

Drink at least one type of sparkling wine at least once a year\*

For the purpose of tracking, a subset of sparkling wine drinkers who have drunk sparkling at least once a year (n=962) in 2017 data have been used

Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis

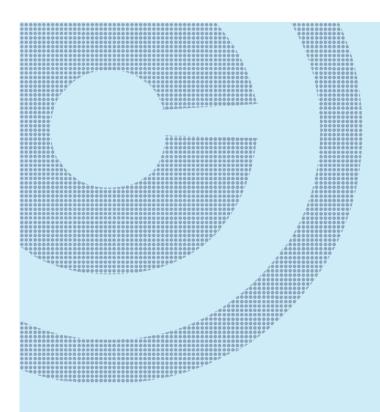
The data is representative of UK sparkling wine drinkers in terms of gender\*, age, annual pre-tax household income and region

The distribution of the sample is shown in the table:

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

			Mar-17	Jul-18	May-19	Jun-20	Jun-21	Jun-22
		n=	962	1,000	1,010	1,000	1,000	2,000
Gender	Male		48%	44%	44%	47%	47%	46%
	Female		52%	56%	56%	53%	53%	53%
	Total		<i>100</i> %	<i>100%</i>	<i>100%</i>	100%	<i>100%</i>	<i>100</i> %
Age	18-24		9%	13%	13%	11%	11%	11%
	25-34		18%	18%	18%	18%	18%	19%
	35-44		19%	16%	16%	18%	18%	18%
	45-54		19%	17%	17%	18%	18%	18%
	55-64		15%	15%	15%	14%	14%	13%
	65+		20%	20%	20%	21%	21%	20%
	Total		<i>100</i> %	<i>100%</i>	<i>100%</i>	100%	<i>100%</i>	<i>100%</i>
Annual household	Under £20,000		10%	12%	12%	12%	12%	12%
income before	£20,000 - £29,999		18%	18%	18%	17%	17%	18%
taxes	£30,000 - £39,999		22%	19%	19%	21%	21%	21%
	£40,000 - £59,999		23%	23%	23%	20%	20%	20%
	£60,000+		27%	28%	28%	30%	30%	30%
	Total		<i>100%</i>	100%	100%	100%	100%	100%
Region	North		25%	22%	22%	23%	23%	23%
	Midlands		12%	15%	15%	13%	13%	13%
	South East + East		25%	22%	22%	25%	25%	25%
	London		18%	17%	16%	17%	17%	17%
	South West		8%	10%	10%	9%	9%	9%
	Wales		4%	4%	4%	4%	4%	4%
	Scotland		7%	9%	9%	7%	7%	7%
	Northern Ireland		1%	3%	3%	2%	2%	2%
	Total		100%	100%	100%	100%	100%	100%

**Source:** Wine Intelligence, Vinitrac® UK, March 2017 - June 2022 (n≥962) UK sparkling wine drinkers



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