



A division of the IWSR Group

UK Sparkling Wine Landscapes

Sparkling Wine Market 2022



PRICING

Report Price:

GBP 4,500
AUD 9,000
EUR 5,400
USD 6,300

Report
length:
107
pages

Options to pay online or via invoice

Please contact enquiries@wineintelligence.com to find out more.

Contents

03

**Wine
Intelligence
Viewpoint**

05

**Management
Summary**

17

Market Data

31

**Market
Demographics**

35

**Drinking
Repertoire**

41

**Sparkling Wine
Consumption
Behaviour**

53

**Sparkling Wine
Purchase
Behaviour**

63

**Sparkling Wine
Attitudes and
Involvement**

68

**Hot Topics:
Champagne
Drinkers**

77

**Hot Topics:
English Sparkling
Wine Drinkers**

87

**Sparkling Wine
Brand Health**

105

**Research
Methodology**

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	100%	100%	100%	100%	100%	100%
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	100%	100%	100%	100%	100%	100%	
Annual household income before taxes	Under £20,000	10%	12%	12%	12%	12%	12%
	£20,000 - £29,999	18%	18%	18%	17%	17%	18%
	£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	100%	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



Copyright Wine Intelligence 2022

All rights reserved. No part of this publication may be reproduced in any form (including photocopying or storing it in any medium by electronic means) without the permission of the copyright owners. Application for permission should be addressed to Wine Intelligence.

The source of all information in this publication is Wine Intelligence unless otherwise stated.

Wine Intelligence shall not be liable for any damages (including without limitation, damages for loss of business or loss of profits) arising in contract, tort or otherwise from this publication or any information contained in it, or from any action or decision taken as a result of reading this publication.

Please refer to the Wine Intelligence Terms and Conditions for Syndicated Research Reports for details about the licensing of this report, and the use to which it can be put by licensees.

Wine Intelligence Ltd: Nutmeg House, 60 Gainsford Street, London SE1 2NY
Tel: 020 8194 0090. E-mail: info@wineintelligence.com
Registered in England as a limited company number: 4375306



A division of the IWSR Group

Wine Intelligence London (Head Office)

Nutmeg House
60 Gainsford Street
London
SE1 2NY

Telephone: +44 (0)20 8194 0090
E-mail: info@wineintelligence.com
Website: www.wineintelligence.com

Follow us:   