



A division of the IWSR Group

US Sparkling Wine Landscapes

Sparkling Wine Market 2022



PRICING

Report Price:

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AUD 9,000
EUR 5,400
USD 6,300

Report
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Research Methodology

US Sparkling Wine Landscapes

2022

Research methodology

QUANTITATIVE

The data was collected in the US 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 US:

- 2,000 drinkers of sparkling wine in the US who drink sparkling wine at least once a year in May 2019
- 1,414 drinkers of sparkling wine in the US who drink sparkling wine at least once a year in June 2021
- 1,008 drinkers of sparkling wine in the US 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*

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

The survey was quota-based and post-weighted to be representative of US alcohol drinkers and sparkling wine drinkers in terms of age, gender 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	May-18	May-19	Jun+Jul-20	Jun-21	Jun-22	
		n =	1,465	2,200	2,000	1,020	1,414	1,008
Gender	Male	44%	47%	47%	49%	50%	49%	
	Female	56%	53%	53%	51%	50%	50%	
	Total	100%	100%	100%	100%	100%	99%	
Age	21-24	10%	12%	12%	7%	7%	7%	
	25-34	24%	26%	26%	28%	28%	28%	
	35-44	14%	19%	19%	22%	22%	22%	
	45-54	16%	17%	17%	13%	13%	13%	
	55-64	19%	13%	13%	13%	13%	13%	
	65 and over	18%	14%	14%	17%	17%	17%	
	Total	100%	100%	100%	100%	100%	100%	
US Divisions	New England	8%	6%	6%	4%	5%	4%	
	Middle Atlantic	16%	15%	15%	17%	17%	17%	
	East North Central	10%	14%	14%	11%	11%	11%	
	West North Central	7%	6%	6%	6%	6%	6%	
	South Atlantic	18%	16%	16%	19%	19%	19%	
	East South Central	3%	5%	5%	4%	4%	4%	
	West South Central	8%	9%	9%	11%	11%	11%	
	Mountain	4%	6%	6%	7%	7%	7%	
	Pacific	25%	24%	24%	20%	20%	20%	
	Total	100%	100%	100%	100%	100%	100%	

Source: Wine Intelligence, Vinitrac® US, March 2017 - June 2022 (n≥1,008) US sparkling wine drinkers



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