Consumer Countries/Markets

Overview of the US Wine Industry in 2018: Stable Growth Forecasted

Many of the statistics for 2017 US wine sales are in and the results show steady growth, but with increasing competition from imports and other beverages. The outlook is still positive because it is expected that 2018 will continue to see steady growth pattern of previous years, at around a 2% increase in US wine sales value.

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China’s wine drinkers stop drift to screwcaps

As demand soars, old-fashioned corks help consumers spot fake vintages. When Chinese choose wine, the bottle-stopper matters. That fact is at the heart of a global battle between cork wine-bottle stoppers and man-made metal and plastic alternatives. In recent years, the competition has tilted decisively in favor of tradition thanks to consumer preferences in a nation that barely touched grape vintages a generation ago. Recent surveys by China’s CTR Market Research group found overwhelming Chinese consumer support for natural stoppers, with 98.6% of urban wine drinkers saying cork is "beneficial," and 85% agreeing that the presence of a cork stopper influences wine selection.

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Wine Intelligence Reports Shop

The Wine Intelligence Rosé and Blush Wine Drinkers in the US Market 2018 report is now available.

Over the past 10 years there has been a shift in the perception of rosé wine. Often thought to be sticky blush wines of the White Zinfandel kind, they were popular in the past yet quickly developed a negative connotation as a wine for people who do not have much knowledge about the category. However, ten years ago things started to change - French rosés, or Provencal rosés, started to
introduce rosés that were less sweet and sticky into the US market and since then the category has grown exponentially. This report provides insights in the consumption behaviour of US regular wine drinkers who drink rosé and blush wines, such as their motivation to drink and the off-premise occasions for these types of wine in comparison with other wines, and also picks up on some consumer trends within the category.

This report also highlights the opportunities for the rosé wine category in the US market. The number of consumers entering the wine category in the US is growing and younger consumers, particularly Millennials, are more open to drinking rosé wines compared to older wine drinkers. As less experienced drinkers, they are more open to experimenting and trying wines which may, in the past, have had a stigma attached such as pink blush wines. In fact, they perceive rosé as a trendy drink compared to older rosé drinkers. The growth and popularity of still light rosé category could benefit other wine categories such as sparkling, presenting opportunities for sparkling wine producers to promote their sparkling rosés.

Drawing on data collected from our October 2017 wave of Vinitrac®, secondary sources and market experience, the Rosé & Blush Wine Drinkers in the US 2018 report includes:
- Overview of the US rosé and blush wine market: alcoholic beverage repertoire, consumption frequency and change in consumption
- Rosé and blush vs other types of wine: seasonality, motivations to drink, place of origin and style descriptors
- Rosé and blush wine drinkers profiling: consumption frequency, demographics, involvement, motivation to drink and style descriptors
- Rosé and blush wine drinkers’ brand awareness and purchase

Please refer to the attached BI Daily dated 19 January 2018 for background detail.

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