Consumer Countries/Markets

Market and Consumer Research

Market and Consumer Research has been a key theme of the Wine Industry Strategic Exercise (WISE) resulting in bespoke research since 2015 of industry (WOSA) focused consumer markets such as Angola, Canada, China, Germany, Ghana, Mozambique, Nigeria, Japan, Sweden, the UK and the USA. In support of the aforementioned and with a view to the future, SAWIS has subscribed to the Wine Intelligence Reports Shop which is a one-stop resource, providing comprehensive coverage of key markets for wine consumption, regularly updated with the latest insights. Over 90 reports covering 29 wine markets are available and 36+ new or updated reports are published annually. BI Daily 19 January 2018

SAWIS will inform readers as soon as new reports become available, summarizing the content via BI Daily. Individual wine entities who wish to acquire specific reports will receive 60% off the cover price. You will be required to provide your SAWIS producer number as proof of membership to Wine Intelligence. Contact Richard Halstead, richard@wineintelligence.com

The Wine Intelligence SPARKLING WINE IN THE ITALIAN MARKET 2018 report is now available.

In this first Wine Intelligence 74-page report on the Italian sparkling wine market, written in Italian, we look into the consumption behaviour and perception of different sparkling wine types of around 31.6 million Italians (around 64% of the adult population), who have consumed sparkling (spumante) and/or light sparkling wine (frizzante) in 2017.

Unlike other well-established sparkling markets - such as the UK and Germany - where Champagne, Cava and Prosecco tend to dominate, the Italian sparkling wine market is a bit more fragmented due to the preponderance of numerous domestic products and their complex denomination of origin classification. There is an emergence of niche sparkling wine types which are gaining traction in the market, such as Durello from Veneto or Erbalude from Piedmont, but for the purposes of this report the most important denominations have been examined. These are Prosecco, Asti, Franciacorta, Champagne, Lambrusco, Trento DOC, Pignoletto, and Alta Langa.

Prosecco is now so much a part of the national beverage repertoire it shows the highest penetration amongst annual sparkling wine drinkers. Prosecco and Lambrusco are the most frequently consumed sparkling types among Italian fizz drinkers and they are also perceived as offering the best value for
money. In terms of quality perception, Champagne comes top, followed by Franciacorta. This report highlights the growth of the sparkling wine market in Italy as consumers begin to drink and buy sparkling wine throughout the year rather than at specific seasons and it is expected to continue growing offering more opportunities for sparkling wine producers.

Drawing on data collected from our August 2017 wave of Vinitrac® Sparkling, a secondary sources and market experience, the Sparkling Wine in the Italian Market 2018 report includes:

- Sparkling wines market context: market, size, volumes and per capita consumption.
- Consumption at sub-category level for Asti, Alta Langa, Champagne, Franciacorta, Lambrusco, Pignoletto, Prosecco and Trento DOC.
- Sparkling wine preferences and occasions of consumption (on- and off-trade) vs. other alcoholic beverages.
- Sparkling wine sub-categories purchase and consumption channels, on- and off-premise typical spend, purchase choice cues and involvement.
- Sparkling wine drinker profiling by age groups.
- Sparkling wine brand health: awareness, purchase, conversion, consideration, affinity and recommendation.
- A translation of the Management Summary into English.

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The Wine Intelligence GLOBAL CONSUMER TRENDS 2018 report is now available.

For the sixth year in a row, Wine Intelligence has undertaken a global review to examine consumer trends all over the world. With offices in the UK, France, Italy, Germany, South Africa, the US, Spain, Brazil and Australia, we have taken a holistic approach to exploring what companies are producing, and what consumers are reacting to in 2018.

The 12 trends we have identified can be grouped into the larger categories of health, personal, sustainability, society and provider-led. In this report, we not only provide explanations of the above categories and their defining trends, but also examples of products and services that illustrate these trends in the world today. In addition, we have provided three case-studies of how multiple trends can be seen in one product or service. By doing so, we aim to give you a better understanding of what makes consumers tick and what we can expect more of going into 2018.

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