Consumer Countries/Markets

Wine Intelligence Reports Shop - Belgium Landscapes 2018

The latest Wine Intelligence report on the Belgian wine market - Belgium Landscapes 2018 - provides an overview of the consumption behaviour and attitude towards wine among Belgian regular wine drinkers, as well as the latest trends observed by the trade.

Our first in-depth report since 2013, this landscapes report focuses on the three major geographical areas of Belgium as well as the country as a whole. Key findings include:

1. THE IMPACT OF THE 2015 RISE IN EXCISE DUTY ON WINE
   Increased costs due to a raised tax duty have been passed onto the consumers - as a result wine volumes have fallen in recent years, and there is a fear wine drinkers heading across neighbouring borders to find better deals.

2. THE BOOM OF CAVA AND WANING DEMAND FOR FRENCH CHAMPAGNE
   Cava has usurped French Champagne as Belgium’s favourite sparkling wine having become more socially acceptable in recent times.

3. THE TOURNÉE MINÉRALÉ CAMPAIGN: A THREAT TO WINE CONSUMPTION BUT INCREASING OPPORTUNITIES FOR NON-ALCOHOLIC WINES
   Tournée Minérale, a government-backed campaign promoting a month without alcohol, has led to a decline in wine consumption but does perhaps open the door for low or non-alcoholic options.

4. THE IMPORTANCE OF VALUE FOR MONEY AND FOOD AND WINE PAIRING IN BELGIUM
   Finding good-value-for-money wines that pair well with food with wine have been important factors for Belgian regular wine drinkers, the latter becoming especially important since last year.

5. BELGIAN CONSUMERS OPEN TO NEW WINES BUT NOT UNCONVENTIONAL INNOVATIONS
   Belgian wine trade highlight that Belgian regular wine drinkers are not likely to respond well to unconventional innovations, such as blue wine, but are more likely to try new wine regions and grape varietals.

Drawing on data collected from our March 2018 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviours), trade and consumer interviews, secondary sources and market experience, this 105-page report offers a detailed analysis of how the market is performing and includes:

• Demographics of regular wine drinkers in Belgium by gender, age Belgian regions and income
• Wine buying behaviour, including channel and store usage as well as choice cues
• Wine-producing country and region awareness and varietal consumption
• Wine brand health analysis and insight and measures such as brand awareness, purchase, conversion to purchase, consideration, affinity and recommendation with tracking
• Profiling of different age groups within the Belgian wine market
• Analysis of three main Belgian geographical areas – the Flemish region, the Walloon region and Brussels
• Hot topic: A focus on alternative types of wine in the Belgian wine market
• A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age group and regions

Reports shop - Click here to read more
Management Summary - Click here to read more (access controlled)

Overview Domestic market

January - March 2018

[domestic market reports]

Global Trends - Wine Industry Key Elements

5 Top Trends for Customer Loyalty in 2018

#1. The path to Customer Centricity begins with Engagement.
#2. The value of customer data has never been higher, or its future value at higher risk.
#3. Mobile is an important channel but may not be the "one channel to rule them all".
#4. Consumers are creating their own reward utopia.
#5. You don't have to invest in blockchain ... yet.

Part 1 - Click here to read more
Part-2 - Click here to read more
Part 3 - Click here to read more

Statistiek Nuut - Op die SAWIS webtuiste /Statistics New - On the SAWIS website

SA Wynbedryfstatistiek (Binnelandse Mark Maart 2018) - SA Wine Industry Statistics (Domestic Market March 2018)

BINNELANDSE MARK
Verkoop van stilwyn styg vir die tydperk April 2017 tot Maart 2018 met 2.0% (+8.0 miljoen liter). Gesamentlik styg die binnelandse verkoop en uitvoer van natuurlike wyn oor hierdie tydperk met 1.2% (+9.9 miljoen liter) tot 848.4 miljoen liter.

Click here to read more

Pryspunte van verpakte wyn verkoop vir die tydperk Januarie tot Maart 2018.

Click here to read more (toegangsbeheerd)
DOMESTIC MARKET
Sales of still wine for the period April 2017 to March 2018 increased with 2.0% (+8.0 million litres). Collectively domestic sales and exports of natural wine increase over this period by 1.2% (+9.9 million litres) to 848.4 million litres.

Price ranges of packaged wine sold for the period January to March 2018.

2018 Price movement of domestic bulk wine

(access controlled)