Consumer Countries/Markets

Wine Intelligence Reports Shop

The Wine Intelligence Sparkling Wine in the Chinese Market 2018 report is now available. The sparkling wine category in China is extremely small compared to the still wine category. While Germany consumes five bottles of still wine for every bottle of sparkling wine, China consumes 100 bottles of still wine for every bottle of sparkling wine. Moreover, Germany consumes 45.5 million 9-litre cases of sparkling wine while China only drinks 1.5 million according to IWSR data. Despite the small size of the Chinese sparkling wine market within a global context, it is showing interesting signs of growth.

The Sparkling Wine in the Chinese Market 2018 report delves into some of the key trends in this small but growing category. In China, sparkling wine is still very much regarded as a drink for celebrations and special occasions; therefore, it is no surprise that Chinese sparkling wine consumers have a high awareness of Champagne and a very low awareness of other types of sparkling wine such as Cava and Prosecco that are more associated with less formal occasions. However, this could all change as the market is seeing a proliferation of cheaper sparkling wines under 100RMB through online and offline retail channels. This is making sparkling wines more affordable to the average consumer, particularly young professionals, since more expensive sparkling wine types such as Champagne had been previously out of their reach.

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

- Sparkling wine volumes in China, sparkling wine consumption vs. consumption of other alcoholic beverages
- Awareness and consumption of different types of sparkling wine
- Style and aroma/flavour descriptor associations with sparkling wine
- Demographics of sparkling wine drinkers including gender and age among those who consume different types of sparkling wines
- Motivation to drink sparkling wine, attitude towards sparkling wine and involvement in the sparkling wine category
- Occasions to drink sparkling wine vs. other alcoholic beverages, channel usage for sparkling wines and choices cues when it comes to choosing a bottle of sparkling wine
- Sparkling wine brands awareness, purchase, conversion, consideration, affinity and recommendation among Chinese consumers who drink sparkling wine
Nuusbrokkies / News Snippets

Lower alcohol drinks ‘may not promote healthy drinking habits’, says study

A Cambridge University study says lower alcohol products appear to be marketed as an addition – not substitute – to regular strength products. However, the alcoholic beverage industry says low and no alcohol drinks give people the chance to reduce the amount of alcohol consumed without having to cut back on the number of drinks enjoyed.

Drinktank ´ground-breaking´ for on-trade

The drinks industry’s first global intelligence network, Drinktank, has been set up to change the way brands work with the on-trade. Drinktank has been created to allow brands to benefit from relevant insights from a worldwide collective of bartenders and bar consultants. Drinktank will act as a global think tank for brands to develop and implement campaigns more effectively by delivering trade intel to brands before money is invested in campaigns. It is modelled on a classic think tank, where groups of experts come together to develop ideas or provide advice on a particular subject. Drinktank will build bespoke briefs with brands before running it through the collective, from select groups to the entire network.

Other Wine Producing Countries

Austrian wine harvest up +36%

The Austrian wine harvest is estimated to be coming in at 2.6m hectoliters, a staggering +36% up on 2016 and +23% above the five-year average. The big vintage would allow Austrian wines to be more competitive, particularly at lower, entry level price points which are important in Austria’s largest export market, Germany.