BI Daaglik - BI Daily

Consumer Countries/Markets

Wine Intelligence Reports Shop - Sparkling Wine in the UK Market 2018

Key Findings:

1. GROWTH OF VOLUME CONTINUES ALBEIT AT A SLOWER RATE THAN 2016-2017. ITALIAN SPARKLING CONTINUES TO LEAD THE CATEGORY AND ENGLISH SPARKLING GROWTH STORY CONTINUES. Growth of sparkling wine volumes are slowing, with 4% growth from 2016-17 (vs. 8% in 2015-16); UK remains 6th largest global market.

2. SPARKLING WINE IS STILL STRONGLY CONNECTED WITH FORMAL NON-FOOD OCCASIONS. In general, sparkling wine is still largely seen as a beverage associated with social occasions, particularly special and formal occasions in both off- and on-trade.

3. SPARKLING WINE DRINKERS ARE BECOMING MORE CONFIDENT IN THEIR KNOWLEDGE OF THE CATEGORY. 34% of sparkling drinkers in the UK are adventurous and willing to explore more of this category. This group has a bias towards females drinkers, 18 to 34 years old.

4. CONSUMPTION INCIDENCE OF SPARKLING WINE IS NOW DOMINATED BY PROSECCO. Just over 3/4 of UK drinkers of sparkling wine said they have drunk Prosecco at least once in the past year.

5. CHAMPAGNE RETAINS A UNIQUE PERCEPTION OF QUALITY COMPARED WITH ALL OTHER SPARKLING WINES, THOUGH NOW TRAILS IN TERMS OF VALUE FOR MONEY. Champagne is positioned as a high-quality sparkling wine, yet offers lower value for money.

6. BRAND BECOMES IMPORTANT DRIVER OF PURCHASE FOR MOST SPARKLING WINE TYPES. Main drivers of purchase are brand awareness, promotional offers and recommendations by friends or family.

7. BLOSSOM HILL, JACOB’S CREEK AND PLAZA CENTRO ARE POWERFUL BRANDS IN THE UK MARKET. Driven by better conversion rates, mainstream brands such as Blossom Hill and Jacob’s Creek are powerful brands in the market.

The report includes:
- Overview of the sparkling wine market in the UK
- Demographics of sparkling wine drinkers in UK by gender and age
- Sparkling wine consumption behaviours amongst sparkling wine drinkers, including consumption frequency and change over time
- Wine buying behaviours of sparkling wine drinkers in the UK, including on- and off-trade usage
- Motivations and attitudes towards sparkling wine amongst sparkling wine drinkers in the UK
- Brand health measures in the sparkling wine category, including brand awareness, purchase, consideration, affinity and recommendation
- A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age group, income, region, and sparkling wine consumption

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

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**Major Wine Producing Countries**

**French spirits exports record marginal growth in H1**

Cognac helped French spirits exports grow by 1% to €2 billion (US$2.3bn) in the first half of 2018, according to the Fédération des Exportateurs de Vins & Spiritueux de France (FEVS). In volume terms, French spirits exports grew 4% to 25 million cases. Cognac (9%) led the growth of spirits, followed by liqueurs (4%) and vodka (3%).

Sales of wine and spirits in the US, France’s largest drinks market, grew 2.5% by value and 8.5% in volume. Overall French wine exports grew by 5% to €4.2bn (US$4.9bn), with volumes up by 1%. Click here to read more