Consumer Countries/Markets

Brexit causes wine prices to rise

The average price of a bottle of wine has risen by almost 30p since the UK vote to leave the European Union (EU), according to new research. Before the referendum result an average priced bottle of wine sold in the UK was £5.40 - a figure that has increased to £5.68 now, according to the Wine and Spirit Trade Association’s (WSTA) latest Market Report. In the 18 months running up to the vote wine prices had remained stable, but have since increased by 5%, according to the report. In addition, the report revealed volume sales of wine in the UK are plummeting, down 17% between 2015 and now compared to a 5% drop between 2012 and 2015.

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Global Trends - Wine Industry Key Elements

Wine Intelligence Reports Shop - Wine Label Design in China 2018

First impressions are always important, and this is definitely true when it comes to wine labels. Consumer choice can be significantly influenced by what label you put on your wine. It can suggest the type, quality and heritage of your product – and ultimately your whole brand equity.

Wine Intelligence Wine Label Design in China 2018 report identifies 10 label designs that are representative of the label styles currently available in the Chinese market, and reveals findings as to which label style connects best with Chinese consumers.

The report categorises Chinese wine labels into the following:
- Traditional Prestigious
- Vineyard Stately
- Prestigious
- Classic
What can be taken away from the report?
- Chinese consumers still expect higher quality and price from the conventional labels with quality reassurance cues, with ‘Traditional Prestigious’ and ‘Vineyard Stately’ leading for attractiveness, quality perception, price expectation and purchase intent measures
- Labels with vibrant colours and less conventional designs are perceived as less attractive and lower quality, yet more likely to be purchased for more ‘public’ gifting and celebration occasions
- Labels that appear to consumers as more ‘neutral’, especially ‘Classic’ and ‘Contemporary’, which lack distinctiveness and quality reassurance cues, have limited appeal and are less likely to be purchased
- Heavy use of red colour (as in ‘Vibrant Classic’) does not always win in China, unless it’s specifically for celebratory and festive occasions

The Wine Label Design in China 2018 report includes:
- 55-page PowerPoint report with the latest information regarding consumer attitudes and behaviours to label designs in China.

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

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**Nuusbrokkies / News Snippets**

**Who’s snapping up SA’s bargain wine farms?**

Land expropriation jitters and drought would seem to have done little to dampen offshore investor appetite for trophy vineyards in SA. At least three local wine farms have been sold to international buyers so far this year at prices of more than R80m each.

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