Consumer Countries/Markets

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

In the 5-year period between 2013 and 2017, the total consumption of sparkling wine in the Australian market remained stable in volume terms. While consumption of domestic sparkling wine slightly decreased, imported sparkling wines saw year-on-year growth primarily driven by French and Italian sparkling imports. Sparkling wines from these two countries accounted for 85% of total imports of sparkling wine into Australia, and outpaced the overall growth of the imported sparkling wine market.

So, what would a “stable” sparkling market in Australia look like? This report shows that imported sparkling wine is expected to continue growing in the Australian market. This growth is likely to come from a younger group of consumers who have a strong interest in the category and think sparkling wine is something important in their lifestyle. Although sparkling wine drinkers aged 18 to 34 only make up over a third (35%) of the sparkling wine drinking population in Australia, they account for over half of the monthly drinkers of imported sparkling wines such as French Champagne and Italian Prosecco.

Sparkling wine drinkers in Australia are open-minded about alternative types of sparkling wine, with half of the drinkers surveyed reporting they would consider buying sparkling wine with added fruit flavours, lower calorie or lower sugar. Non-alcoholic sparkling wine is least appealing amongst the alternative product types tested. The “single serve” packaging format for sparkling is increasingly accepted by sparkling wine drinkers in Australia – 31% would consider buying it in 2018, up from 25% in 2017.

Another piece of analysis is the comparison between Australian and Italian Proseccos in terms of their current position and consumer perception. With both countries having naming rights, we were interested in determining how they stacked up against each other. Although both Proseccos have similar rates of awareness, a higher proportion of sparkling drinkers have drunk Australian Prosecco (34%) versus their Italian counterpart (25%). Consumer perceptions of Italian Prosecco are also distinct from those of Australian style: Italian Prosecco is perceived to be of high quality, sophisticated, traditionally made, and drinking it would make a good impression on others, while Australian Prosecco offers good value for money and is a good choice for informal situations.

Key Findings:
- French and Italian sparkling maintaining category volumes
- Younger drinkers show more interest in sparkling wine and are more experimental than older drinkers
- Alternative sparkling wine styles are more appealing to younger drinkers, with sparkling wine with added fruit flavours having the strongest appeal amongst alternatives
- While Australian Prosecco is consumed by more sparkling wine drinkers, Italian Prosecco is perceived to be of higher quality and fashionable

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**Global Trends - Wine Industry Key Elements**

**Health Watch: Consistent, Moderate Drinking Linked to Lower Heart Disease Risk**

Studies have shown that it's not just the amount of alcohol we drink that influences our heart health, but also how frequently we drink it. And a recent meta-analysis on the relationship between alcohol and coronary heart disease (CHD) supports this claim, finding that those who consumed alcohol in moderation on a consistent basis were least likely to suffer a heart attack.

The analysis, carried out by researchers from University College London and the University of Cambridge and published in the BMC Medicine journal, looked at six cohort studies (five British and one French) that examined people's drinking patterns and their risk of developing CHD. Alcohol-consumption for more than 35,000 participants (62.1 percent of whom were male) was assessed at three different points over the course of 10 years.

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**Nuusbrokkies / News Snippets**

**‘World’s highest vineyard’ is in Tibet, says Guinness World Records**

Situated at an altitude of 3,563.31 metres above sea level, the ‘Pure Land & Super-high altitude vineyard’ in Cai Na Xiang, Qushui County of Lhasa, Tibet, is the world’s highest vineyard.

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**Burgundy 2018: biggest white wine harvest ‘ever’**

The white wine harvest in Burgundy this year may be the one of the biggest ever recorded, with bumper crops in the Maconnais and Chablis, according to Louis Fabrice Latour.

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**Other Wine Producing Countries**
Drinking to forget: Farewell to Africa

As India was the jewel in the crown of Britain’s old empire so was Algeria to France. Its oldest overseas territory, the birthplace of the Foreign Legion and with a huge wine industry vital to France’s own. Not just a mere colony, Algeria was considered part of France itself. From a viticultural standpoint, Algeria was vitally important to metropolitan France and had been the country’s saving grace when phylloxera and then powdery and downy mildew began to take hold in the 1870s. An amazing story of de-colonialisation, a diminishing wine industry, shocking, bloody violence and worlds turned upside down.

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