Consumer Countries/Markets

Wine Intelligence Reports Shop: Rosé & Pink Moscato in the Australian Market 2018

A new Wine Intelligence report on the Australian wine market - Rosé and Pink Moscato in the Australian Market 2018 - provides an overview of the consumption behaviour and attitude towards rosé and pink Moscato wine among Australian regular wine drinkers, as well as the latest trends observed by the trade.

Key findings include:
1. ROSÉ CONTINUES TO GROW IN POPULARITY IN THE AUSTRALIAN MARKET
   Over the past 10 years, the rosé category has continued to grow steadily to the level in 2018 where one in three regular wine drinkers have consumed it in the past 12 months
2. ROSÉ IS PARTICULARLY FAVOURED BY MORE ADVENTUROUS WINE DRINKERS
   Monthly rosé drinkers are over-represented in the “Adventurous Explorers” and “Developing Drinker” consumer portrait groups
3. ALTHOUGH OFTEN ENJOYED BY YOUNGER DRINKERS, ROSÉ IS CONSUMED BY DRINKERS FROM A RANGE OF AGES AND NEAR EQUALLY BY BOTH MEN AND WOMEN
   Near equal proportions of men and women drink rosé regularly, and whilst almost 50% of monthly rosé drinkers are aged 34 and under, 25% of monthly rosé drinkers are aged 55+
4. PINK MOSCATO DRINKING SKEWED TOWARDS YOUNGER WOMEN, BUT NOT EXCLUSIVELY TO THESE DRINKERS
   Whilst monthly pink Moscato drinkers are significantly more likely to be female and aged under 25, 38% of pink Moscato drinkers are men and 30% of these drinkers aged 45 years +
5. THE MOTIVATION FOR DRINKING PINK MOSCATO IS LED BY BEING SEEN AS SUITABLE FOR SOCIAL OCCASIONS AND DELIVERING VALUE
   Drinking pink Moscato is more driven by being seen as suitable for party and celebratory occasions than other types of wine, as well as by it being both refreshing and good value for money
6. PINK MOSCATO DISTINCT IN CONSUMERS’ MINDS FOR BEING SWEET & JUICY
   In comparison with red, white and rosé wines, pink Moscato is particularly associated with wine that is both sweet and juicy
7. PINK MOSCATO IS RELATIVELY LIMITED IN TERMS OF ORIGIN ASSOCIATION, BEING SEEN AS COMING MAINLY FROM AUSTRALIA OR ITALY

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 interviews, secondary sources and market experience, this 45-page report offers a detailed analysis of how the rosé and pink Moscato wine market is performing and includes:
- Demographics of Australian regular wine drinkers who consume rosé and pink Moscato wine by gender and age
- Rosé and pink Moscato wine consumption behaviours, including consumption frequency and change over time
- Wine buying behaviours of rosé and pink Moscato including on and off-premise usage
- Motivations and attitudes towards rosé and pink Moscato wine amongst Australian regular wine drinkers, as well as brand awareness, style descriptors, and place of origin association

Economic Environment

How trade deals will increasingly dictate what wine we buy and sell

If the world economy continues to be dominated by what trade deals different countries and continents can agree with each other then perhaps future wine and drinks events need to be organised not by which wine or spirit comes from which producer, but by trading blocs and what tariffs and costs are involved buying and importing that type of drink regardless of its quality. We are increasingly living in a world where trade deals will dictate what drinks brands and products end up being bought and sold. Click here to read more

Major Wine Producing Countries

California: Premium winery sales and margins flat, sales growth down

New Zealand 2018 vintage volume up on last year
Grape tonnage was up 6% on last year but ranks as only the third largest vintage to date and at 419,000 tonnes is well behind the record 445,000 tonnes set in 2014.

Nuusbrokkies / News Snippets

‘World’s first’ double-layered wine bottle launched

A German design company has launched what is claims is the “world’s first double-layer wine bottle” which keeps wine cold without the need to put it back in the cooler.

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