Consumer Countries/Markets

Wine Intelligence Reports Shop - Wine Packaging Formats and Closures in the UK Market 2018

The Wine Packaging Formats and Closures in the UK Market 2018 report provides an overview of the consumption behaviour and attitude towards both wine packaging formats and closures amongst UK regular wine drinkers.

Key findings include:

1. THE NUMBER OF DRINKERS WHO PURCHASE WINE IN FORMATS BEYOND 75cl BOTTLES REMAINS SMALL WITHIN THE UK MARKET, REFLECTING A CATEGORY WHICH CONTINUES TO BE ‘CONSERVATIVE’. Not all UK regular wine drinkers are familiar with the standard size (75cl) bottle format for wine, nor aware of what volume these bottles contain, particularly amongst younger wine drinkers, who are also less aware of a broader range of packaging types for wine in general.

2. YOUNGER UK WINE DRINKERS ARE LESS AWARE OF THE DIFFERENT PACKAGING FORMATS FOR WINE, BUT ARE MORE LIKELY TO CONSIDER BUYING FROM A BROADER RANGE OF PACKAGING FORMATS IN THE FUTURE. The less traditional formats of can and pouch have the highest conversion rates amongst the youngest wine drinking age segment and single serve bottles and pouches have significantly higher affinity ratings amongst drinkers aged 18-24.

3. 1.5L BOTTLES SHOW FUTURE POTENTIAL IN THE UK MARKET, WITH STRONG AFFINITY AND FUTURE CONSIDERATION RATINGS AMONGST WINE DRINKERS. 1.5L have significantly higher conversion levels amongst 35-44 years olds compared with other wine drinkers, driven by the fact they also have higher affinity rates for magnums than other drinkers.

4. WINE IN CAN MAY HAVE FUTURE POTENTIAL, ALTHOUGH CURRENTLY HAS THE LOWEST AFFINITY RATING AMONGST PACKAGING FORMATS AMONGST UK WINE DRINKERS. Beyond 75cl bottles, single serves have the highest rates of conversion to purchase amongst UK wine drinkers, and also show stronger potential with younger drinkers.

5. CORK AND SCREW-CAPS ARE EQUALLY FAVOURED AMONGST UK WINE DRINKERS, WITH YOUNGER DRINKERS SIGNIFICANTLY FAVOURING SCREW-CAPS. Compared to 2013, a higher proportion of UK regular wine drinkers are open to buying wine with a screw-cap closure and younger regular wine drinkers are more likely to reject natural cork closures than other wine drinkers in the UK and compared to 2013.
Drawing on data collected from our October 2017 wave of Vinitrac® (the world's largest ongoing omnibus survey on wine consumer attitudes and behaviours), trade and consumer interviews, secondary sources and market experience, this 52-page report offers a detailed analysis of how the market is performing and includes:

- Wine package formats in the UK: Case study: Wine in a can, smaller formats and 1.5L bottles. Awareness, purchase, conversion, consideration & affinity for alternative packaging formats.
- Profiling of potential consumers of packaging formats.
- Attitude towards closure types (with tracking).

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Global Trends - Wine Industry Key Elements

Is the closure war coming to an end?

By Michael Fridjhon.

The debate around closures has been part of the world of wine for several decades, and like most matters where belief carries more weight than the facts, it has acquired the intensity of religious dogma. There are several obvious reasons for this: from the moment an alternative to cork presented itself, it was in the interests of the cork industry to vilify “the enemy.” This meant that stelvin was labelled “cheap and nasty” while those in the screw-cap business had to emphasise cork’s Achilles heels: taint and oxidation. Cork in return responded by claiming that oxidation was good ("screw-caps ‘cause’ reduction") and so the blame game has continued.

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Major Wine Producing Countries

How is the vintage going for Chile and Argentina?

Chile
Overall harvest is projected to be approximately 1,150M litres, equal to the long term average. White wines should be 25% higher than 2017 with 50m additional litres. Ripening has been extremely slow, resulting in lower ABVs and larger cellars are harvesting at low brix levels for logistic reasons.

Argentina
Harvest is wrapping up, with both quality and quantity looking excellent. Production is likely to be at upper end of forecast at around 2.3 million tonnes, sufficient to restock wineries and stabilise supply after two terrible vintages. ABV levels will be low. White volumes look to be particularly high.

What impact is it likely to have on grape prices?
Grape prices in 2018 are at historically high levels, pushed up in December and January by a general panic over the world supply situation and low levels of stock in Chile. Chilean bulk wine prices 20% up on 2017 during January and February but stabilised in March. Argentina is seeing significant softening in prices, as the good harvest reports started to come in, compounded with reduced domestic demand and steadily weakening currency.

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Other Wine Producing Countries
English vine plantings to rise by up to 70% this year

Sales of English wine jumped by almost a third (31%) between 2015 and last year, according to a new survey of the country’s winemakers. Production will soar again this year, with the estimated 1 million vines planted across 6,200 acres in 2017 expected to rise by up to 70%. Last year's production was 5.9 million bottles. Sixty eight per cent of these were sparkling.

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