A new Wine Intelligence report on the Canadian market – Sparkling Wine in the Canadian Market 2018 - provides an overview of the consumption behaviour and attitude towards sparkling wine among sparkling wine drinkers in Canada.

Key findings include:

1. SPARKLING WINE CATEGORY IN GROWTH, WITH FURTHER POTENTIAL IN THE CANADIAN MARKET
   The compound annual growth rate of sparkling wine volume was 4% between 2013 and 2017, and has accelerated to 7% between 2016 and 2017. Currently, Canada ranks 18th in the global sparkling wine market in terms of volume, up from 19th in 2016.

2. SPARKLING WINE REMAINS AN OCCASION-DRIVEN DRINK IN CANADA
   Despite its growth, sparkling wine is still largely considered primarily as a drink suitable for celebrations and special occasions in both the off- and on-premise.

3. CONSUMPTION IS DRIVEN BY DOMESTIC SPARKLING WINE AND PROSECCO
   Consumption of sparkling wine is led by domestic sparkling (drunk by 54% of sparkling wine drinkers in Canada), followed by Prosecco (32%).

4. CONSUMERS PERCEIVE THAT CHAMPAGNE DELIVERS THE BEST QUALITY BUT POOR VALUE, WHILE SPARKLING WINES FROM THE US ARE BELIEVED TO OFFER POORER QUALITY AND VALUE
   Champagne from France holds a unique position with consumers who perceive this category as delivering quality but offering poor value for money, in line with perceptions in all major market.

5. YELLOW TAIL, BABY DUCK AND MARTINI ARE POWERFUL SPARKLING BRANDS IN THE CANADIAN WINE MARKET
   Yellow Tail and Martini, with strong brand awareness and conversion, are the strongest sparkling wine brands in the Canadian market.

Drawing on data collected from our May 2018 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviours), consumer focus groups, secondary sources and market experience, this 87-page report offers a detailed analysis of how the sparkling wine market in Canada is performing and includes:

- Overview of the sparkling wine market in Canada
• Demographics of sparkling wine drinkers in Canada 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 Canada, including on and off-premise usage
• Motivations and attitudes towards sparkling wine amongst sparkling wine drinkers in Canada
• 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, provinces and sparkling wine consumption

Global Trends - Wine Industry Key Elements

Report: what older consumers think of online grocery

U.S. shoppers 50 and older cite high delivery fees, quality issues, wrong orders and the possibility of difficult returns as barriers to using online grocery services. On the other hand, factors that motivate this group to shop online for food include not having to travel to a store, being able to place an order at any time, and not having to physically get around a store or carry groceries, according to an International Food Information Council Foundation study done in collaboration with the AARP Foundation.

10 things keeping wine executives up at night — and ways to sleep better

The rewards and challenges of growing, making, and selling wine can be numerous for grape growers, winery owners, and executives. Here are some key areas to consider:
Operational review and strategic planning
Benchmarking and assessing performance
Brand management and competitive analysis
Improving wine quality and planning production volume
Systems assessment and integration
Securing financing
Sustainable business improvements
Production costs and inventory management
Vineyard development and care
Direct-to-consumer sales

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