Importance of Consumer Research in a Changing Winescape

Dale Stratton
How’s Business?

Source: SipSource Third Quarter Report September 2019
Wine Consumer Segmentation

- **Non-Bev Alcohol Consumer** (drink beer and/or spirits only)
- **Infrequent Bev Alcohol Consumer** (drink TBA less than every 2-3 months)
- **Non-Wine Drinker** (drink beer and/or spirits only)
- **Occasional Wine Drinker** (once a week or less often, but more than once every 2-3 months)
- **High Frequency Wine Drinker** (more often than once a week)

Source: WMC – ORC Segmentation Survey June 2019
Wine Segmentation Historical View*

*Changes in Methodology, Vendors, and Sampling create data anomalies across years meaning 2000 and 2010 results are directional.

Source: WMC–ORC Segmentation Survey June 2019 WMC Tracking Study 2000 and 2010
Today’s Consumer is a TBA Consumer

- 44% Drink Wine, Beer, & Spirits
- 19% Drink Wine, Beer, & Spirits
- 19% Drink Wine & Beer, No Spirits
- 18% Drink Wine Only

Wine Consumers

Source: WMC – ORC Segmentation Survey June 2019
High Frequency Wine Consumer is a TBA Consumer

- High Frequency:
  - Drink Wine Only: 15%
  - Drink Wine & Beer, No Spirits: 18%
  - Drink Wine & Spirits, No Beer: 16%
  - Drink Wine, Beer, & Spirits: 51%

- Occasional:
  - Drink Wine Only: 22%
  - Drink Wine & Beer, No Spirits: 20%
  - Drink Wine & Spirits, No Beer: 19%
  - Drink Wine, Beer, & Spirits: 39%

Source: WMC – ORC Segmentation Survey June 2019
Reliance on High Frequency Consumer Growing

- Drinking Same:
  - High Frequency: 40%
  - Occasional: 44%

- Drinking More:
  - High Frequency: 50%
  - Occasional: 31%

- Drinking Less:
  - High Frequency: -10%
  - Occasional: -25%

Source: WMC – ORC Segmentation Survey June 2019
What Else Are Wine Consumers Drinking?

Net % point difference drinking/less

Beer: -8% (-10%)

Spirits: 9% (-11%)

Other Bev Al: 12% (11%)

High Frequency

Occasional

Source: WMC – ORC Segmentation Survey June 2019
Why are Consumers not Drinking Wine?

Wine Drinkers/Drinking Less

Less Alcohol In General 41%
Health Issues 40%
Prefer Other Bev Alcohol 29%

Rarely or Never Drink Wine

Don’t Like the Taste 52% 34%
Hard to Choose 28% 16%
Doesn’t Fit Personality/Style 22% 20%

Source: WMC–ORC Segmentation Survey June 2019 & Wine & Other Alcohol Consumption July 2019