



Rosé Sales Still Climbing

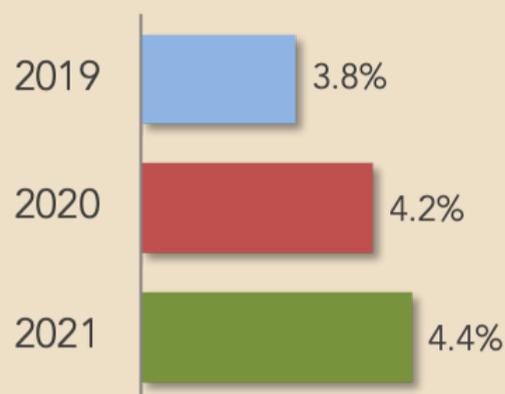
The surge in sales of rosé wines, led by Provence, was underway well before the COVID crisis. Recent sales figures from Nielsen show that growth continued through the pandemic, and into the first half of 2021.

The Nielsen data in the chart at right shows the percentage of total table wine sales dollars attributable to sales of rosé wines. The bars on the chart show rosé share of total table wines sales value for 52-week periods ending the third week of June in 2019, 2020, and 2021.

The steady growth of share for rosé wines seems to have been unaffected by the pandemic.

Danny Brager, of Brager Beverage Alcohol Consulting, and former head of the Nielsen beverage alcohol practice, puts the figures into perspective. "Rosé wines continue to outperform the overall table wine category," he says. "The latest 52-week sales figures show rosé wine sales, as a category, exceeding the dollar value of sales categories such as Moscato, Merlot, white wine blends, Riesling, and Malbec."

Rosé % of Table Wines Sales in Dollars
(52-week periods ending in June)



Source: NielsenIQ Scan Off Premise Channels

Who's Drinking All The Rosé?

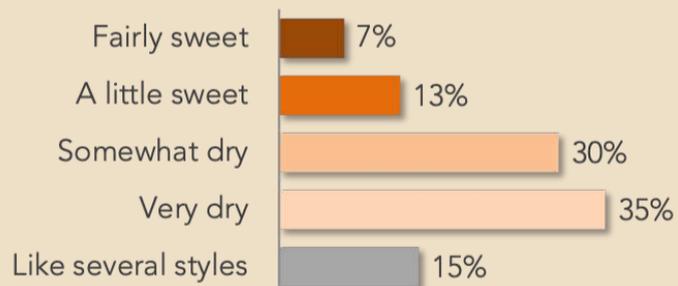
At the beginning of the summer months, Wine Opinions ran a survey that included a number of questions on usage and preferences for red, white, rosé, and sparkling wines. Just over 2,000 members of the Wine Opinions national panel of high frequency wine drinkers responded. Of special interest were the variances in demographics and tastes between those for whom rosé wines are a preferred type and those who only sometimes drink rosé wines.

Those who say they like rosé wines "a lot" or call them "a favorite" are evenly balanced by gender (51% female and 49% male). But those who only "sometimes" drink rosé skew somewhat male (54%, vs. 46% female). Rosé fans are on average a bit younger, as well (69% are under the age of 60, compared to 61% of the "sometimes" rosé drinkers).

But the most compelling differences between rosé fans and the occasional rosé drinkers are their tastes for other wines. While both groups rate red wines most often as "a favorite" (69% of rosé fans and 79% of those who sometimes drink rosé) 50% of rosé fans also say that white wines are "a favorite" and 41% say sparkling wines are "a favorite." In contrast, only 29% of the "sometimes" rosé drinkers call white wines a favorite, and a mere 14% list sparkling wines as a favorite.

On the whole, rosé fans lean toward the drier rosé wines (35% prefer their rosé "very dry," and another 30% prefer "somewhat dry" rosé wines. Only 20% state a preference for rosé wines with some sweetness, but another 15% play the field and enjoy rosé wines of varying styles.

Rosé Sweetness/Dryness Preferences
(Those who call rosé wines "a favorite")



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