



2022 Purchase Frequency Projections

In a recent survey of more than 1,500 members of the Wine Opinions national panel of primarily high frequency wine drinkers, respondents who had purchased various wine types/packages in 2021 were asked whether they expected to buy more, less, or the same amount of those types of wine or wine packages in 2022.

The chart at right shows the "net" projected percentage of respondents with intent to purchase more of each wine type or package. This is calculated by subtracting the percentage of those who say they will be buying less from those who say they will be buying more.

Box wines and the 500ml Tetra Pak were essentially flat among all consumer segments analyzed (male, female, under age 40, over age 40).

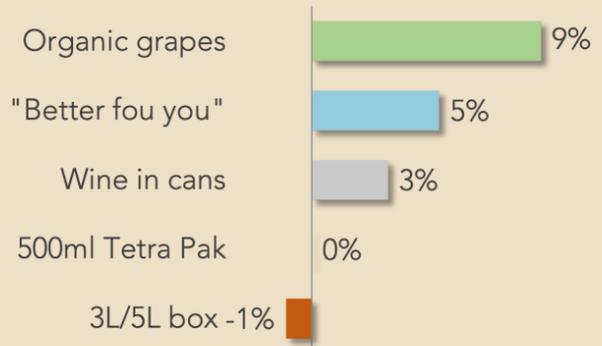
Wines in the "Better for you" category were seen as becoming more frequent purchases by a net 5% of respondents but skewed higher among females (8% vs. 2% of males) and among those under the age of 40 (17% vs. 3% of those over 40).

Expectations of purchasing more wines made with organically grown grapes were highest (a net 9% overall), with a slight female skew in projections of increased purchasing (a net 10% of females vs. 8% of males).

There were dramatic differences between age segments in the intent to "buy more" wines made with organically grown grapes and the "better for you" wines. Buying more "better for you" wines was the intent of only 3% of respondents over 40. But 17% of respondents under age 40 indicated they would likely buy more "better for you" wines in 2022.

Intent to purchase more wines made with organically grown grapes showed an even greater generational divide. Among those over age 40, 6% indicated they would likely buy more wines made with organically grown grapes in 2022. But net intent to buy more of these wines in 2022 was 21% among those under 40.

Will Buy More Often in 2022
(Net percentage)



Trade Views of "Better for You" Claims

Another recent survey of the Wine Opinions trade panel focused on trade views of the most important features or benefits of wines marketed in the emerging "better for you" category.

Survey respondents were shown a list of the leading features or benefits stated on the labels and in the marketing/promotional messaging of brands in this category. They were asked to evaluate the "importance to generating sales" of each of the features/benefits on a 5-point scale, where "1" meant "not important at all" and "5" meant "very important."

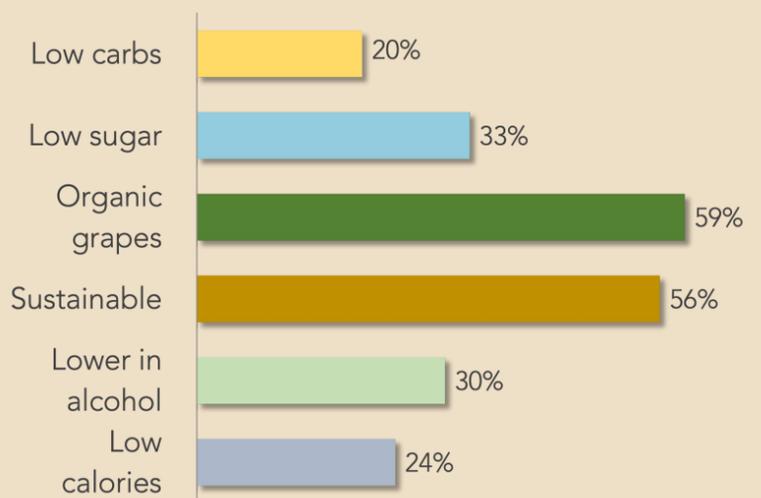
The chart at right shows the percentage of respondents stating that each feature/benefit was either "somewhat" or "very" important to generating sales of these "better for you" wines.

While there was modest recognition of the importance of the most common benefits of wines in this category (lower carbohydrates, sugar, calories, and alcohol), there was overwhelming emphasis on organically-grown grapes and sustainability certifications as the keys to generating sales.

Wine Opinions research conducted in the past year has shown that consumer opinions on the importance of sustainability certifications align with trade views on this subject.

Taken together, consumer and trade views on the importance and value of organic grape-growing practices and sustainability certifications point to an opportunity for wine to gain "share of mind" among beverage alcohol consumers - especially those in their 20s and 30s.

Importance of Features or Benefits
(Somewhat/Very Important)



Send to a Friend

Forward this newsletter to a friend by clicking on the link below. They can start their own free subscription.



Past Issues

View or download PDF files of all past issues of this newsletter on the Wine Opinions website at the link below.



Subscribe

Start your subscription to *Wine Market Topics, Trends, and Thoughts* by clicking "Sign Up."

