

## Still, Sparkling and Fortified Wine - UK - October 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“With limited plantings and uncertain harvests, demand for Prosecco may outstrip supply in the near future, helping to push up prices but also creating opportunities for other sparkling wines such as Crémant and English Sparkling Wine to capitalise upon.”  
– Chris Wisson, Senior Drinks Analyst

### This report looks at the following areas:

- Grape type trumps country in shoppers' wine choice
- Prosecco should look to premiumise to avoid falling into the Cava trap
- The importance of impulse purchases
- Smaller bottles can have big potential

This report analyses the UK market for still, sparkling and fortified wines, including sales through both the off- and on-trade. Coverage in the report is restricted to wine of fresh grape, produced from the naturally fermented juice of the grape and includes low and non-alcoholic varieties.

The on-trade includes premises with a licence to serve alcohol for consumption on the premise, mainly pubs/bars but also nightclubs, hotels and the hospitality sector.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

The importance of impulse purchases

The facts

The implications

Smaller bottles can have big potential

The facts

The implications

## The Market – What You Need to Know

Value growth in the wine market slows down

Still wine sees values fall into decline

Sparkling wines continue to soar and Champagne recovers

Fortified wines show little annual variation

The off-trade outperforms the on-trade

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Accolade Wines leads a fragmented market

Hardys races clear in the still wine market

Proseccos drive growth in the sparkling wines market

Robust brand growth within Champagne

Buckfast growing fast in fortified wines

Total category adspend nudges upwards in 2014

Fruit flavours at the forefront of NPD activity

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Still wines

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High hopes for fruit-flavoured wines

Sparkling wines

Fortified wines

Merging the on- and off-trade...

## The Consumer – What You Need to Know

Still wines are still the most popular option

Supermarkets dominate wine purchases

Only 28% of still wine buyers would pay more than £10 per bottle

Colour of wine is the leading price-exclusive choice factor

France scores strongly for a number of attributes

Screw caps welcome in the premium/fine wine category

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Still wines are still the most popular option

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Only 28% of still wine buyers would pay more than £10 per bottle

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Colour of wine is the leading choice factor

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Grape type is of higher importance than country of production  
 Brand name and alcohol content round out the top five factors  
 Other factors resonate with a third or fewer retail wine buyers

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France scores strongly for a number of attributes  
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