

## Still, Sparkling and Fortified Wine - UK - October 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“Seen to offer value for money by just one in four UK adults, still wine could come under fire if household incomes are squeezed following the UK’s vote to exit the EU. Indeed, the drop in the strength of the Pound and the UK’s reliance on imported wine are set to result in rising prices, further undermining its value image.”  
**– Amy Price, Senior Food and Drink Analyst**

This report looks at the following areas:

- **Lower/no-alcohol and smaller bottles offer a way to appeal to health-conscious wine drinkers**
- **Wine should do more to leverage the wealth of inherent craft cues**
- **Marketing wine as more ‘fun’ would help to deconstruct traditional notions of the category**

Following a more successful year in 2015 as consumer confidence and incomes improved and both value and volume sales in the wine market rose, both measures are expected to fall in 2016 to 1.3 billion litres and £12.3 billion respectively.

Wine remains a popular drink among UK adults, with 62% buying some type of wine. Still wine continues to dominate, although it is losing ground to the more ‘fun’ categories such as sparkling wine. However, the weakening of the Pound in the wake of the Brexit referendum will put upward pressure on prices of imported goods, including wine. This will lead to rising prices in the market, combining with rising pressures on consumer incomes going forward to hamper volume growth.

The casualisation of sparkling wine and the appeal of Prosecco in particular have continued in the market. Offering an easier-drinking taste profile than Champagne, Prosecco also appeals to those who enjoy making purchase choices they see as savvy. This should help to support the segment going forward.

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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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Marketing wine as more 'fun' would help to deconstruct traditional notions of the category

The facts

The implications

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## The Market – What You Need to Know

- Sales expected to dip in 2016
- Still wine sees a sluggish performance
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Hardys maintains still wine lead, despite sales dip

Prosecco brands dominate sparkling wine

LVMH leads Champagne, outpacing growth in the market

Buckfast holds onto lead in fortified wine

Adspend falls in 2015

Innovation looks to fruit flavours, alcohol content and craft cues

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Still wines remain the most popular but sparkling sees significant growth

Only a fifth of people drink just one glass of wine per occasion

Favourite brand and grape are top factors

Cutting back on wine is seen as an easy way to save

Just 35% feel knowledgeable about wine

Still wine seen to offer greatest versatility and value for money

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Cutting back on wine is seen as an easy way to save

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