

PRESENTATION

TRENDS IN THE US MARKET

BY LULIE HALSTEAD | WINE INTELLIGENCE
14 DE MAYO 2021

LINK GRABACIÓN

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Para visualizarlo completo deberá descargarlo en su equipo.*



PRESENTACIÓN MERCADO USA

Lulie Halstead (Wine Intelligence)



Co-founder and CEO of Wine Intelligence.

Leading thinker in the world of wine business strategy.

She holds a master's in marketing from Kingston Business School, and is a Certified Member of the Market Research Society.

Prior to co-founding Wine Intelligence, she developed expertise in the wine industry, with hands-on roles in importing, marketing & retailing.

She is an established marketing academic, focusing on wine consumer behaviour and continues to teach and supervise on master's programmes around the world. She focuses on exploring what makes consumers behave the way they do. She specialises in qualitative research practices and trend research, constantly developing new ways to uncover the processes of the subconscious mind.



WINE INTELLIGENCE

Trends in the US market

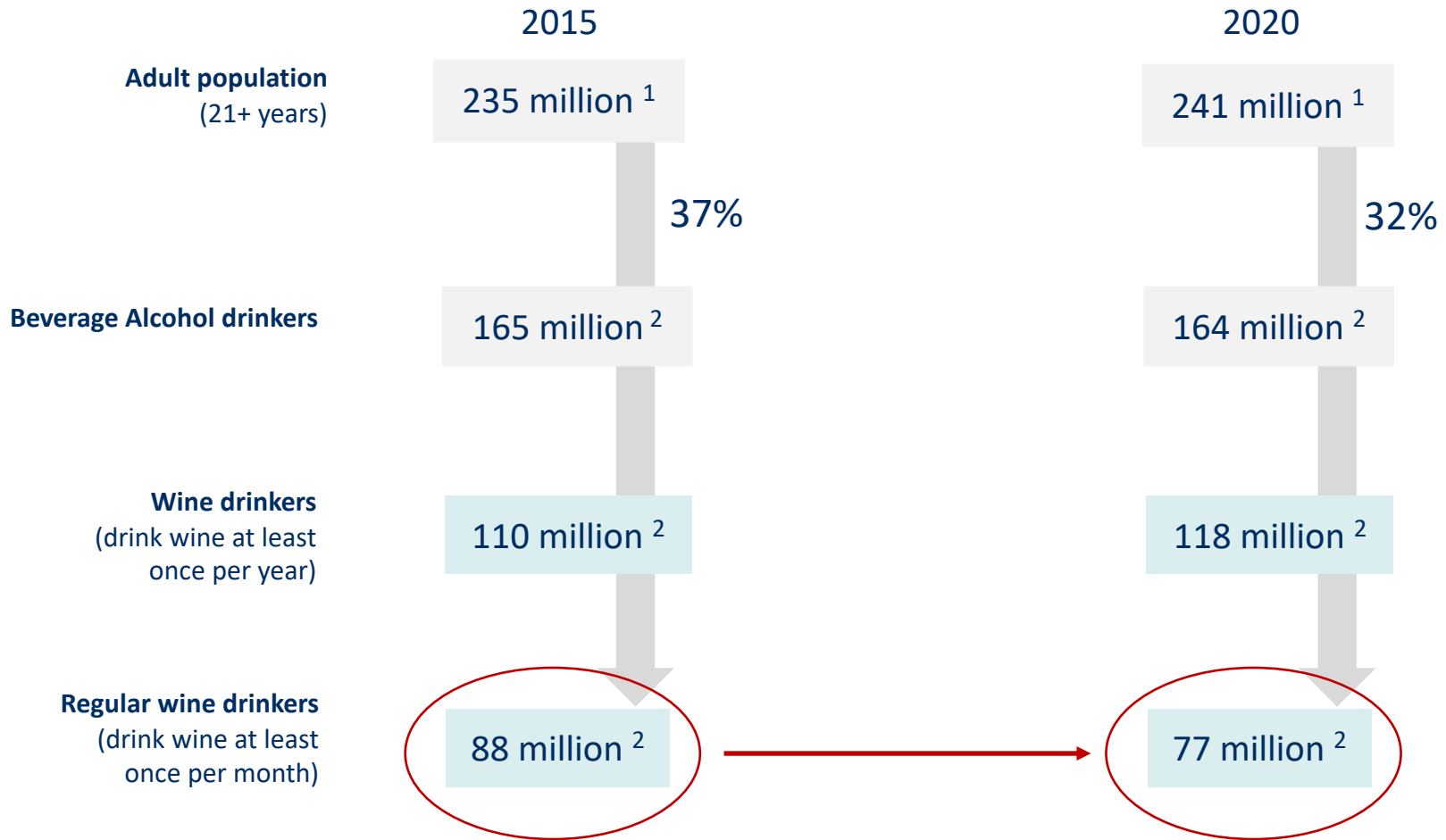
May 14th 2021



The background of the slide is a composite image. It features a close-up of an American flag with its stars and stripes. Overlaid on the flag is a clear wine glass partially filled with red wine. Next to the glass is a black wine aerator or stopper. The entire scene is set against a light gray, textured surface.

Wine Consumer Trends in the US Market

NUMBER OF US REGULAR WINE DRINKERS DECREASED SINCE 2015



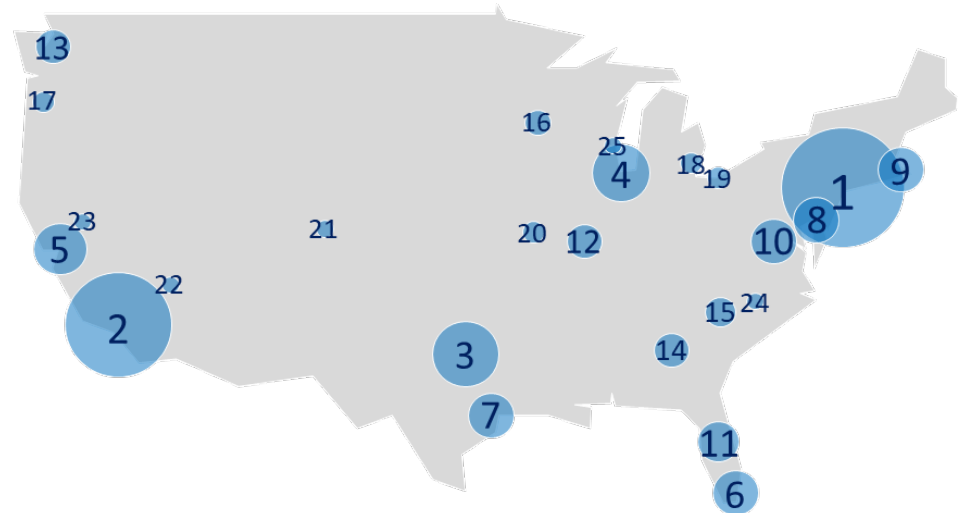
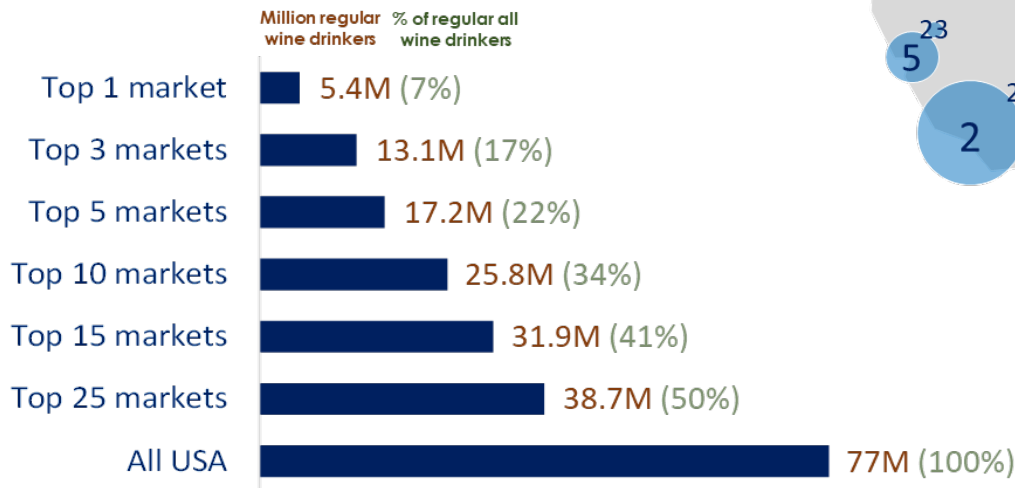
¹ Adults aged 21+, US Census Bureau

² Wine Intelligence online calibration studies 2015, 2018 and 2020

OVER 1/5TH (22%) OF REGULAR WINE DRINKERS RESIDE IN 5 METROPOLITAN AREAS



Distribution of US regular wine drinkers in the top 25 metropolitan areas



1. New York – Newark
2. Los Angeles – Long Beach
3. Dallas – Fort Worth
4. Chicago – Naperville
5. San Jose – San Francisco – Oakland
6. Miami – Fort Lauderdale – Port St. Lucie
7. Houston – The Woodlands
8. Philadelphia – Reading – Camden
9. Boston – Worcester – Providence
10. Washington – Baltimore – Arlington

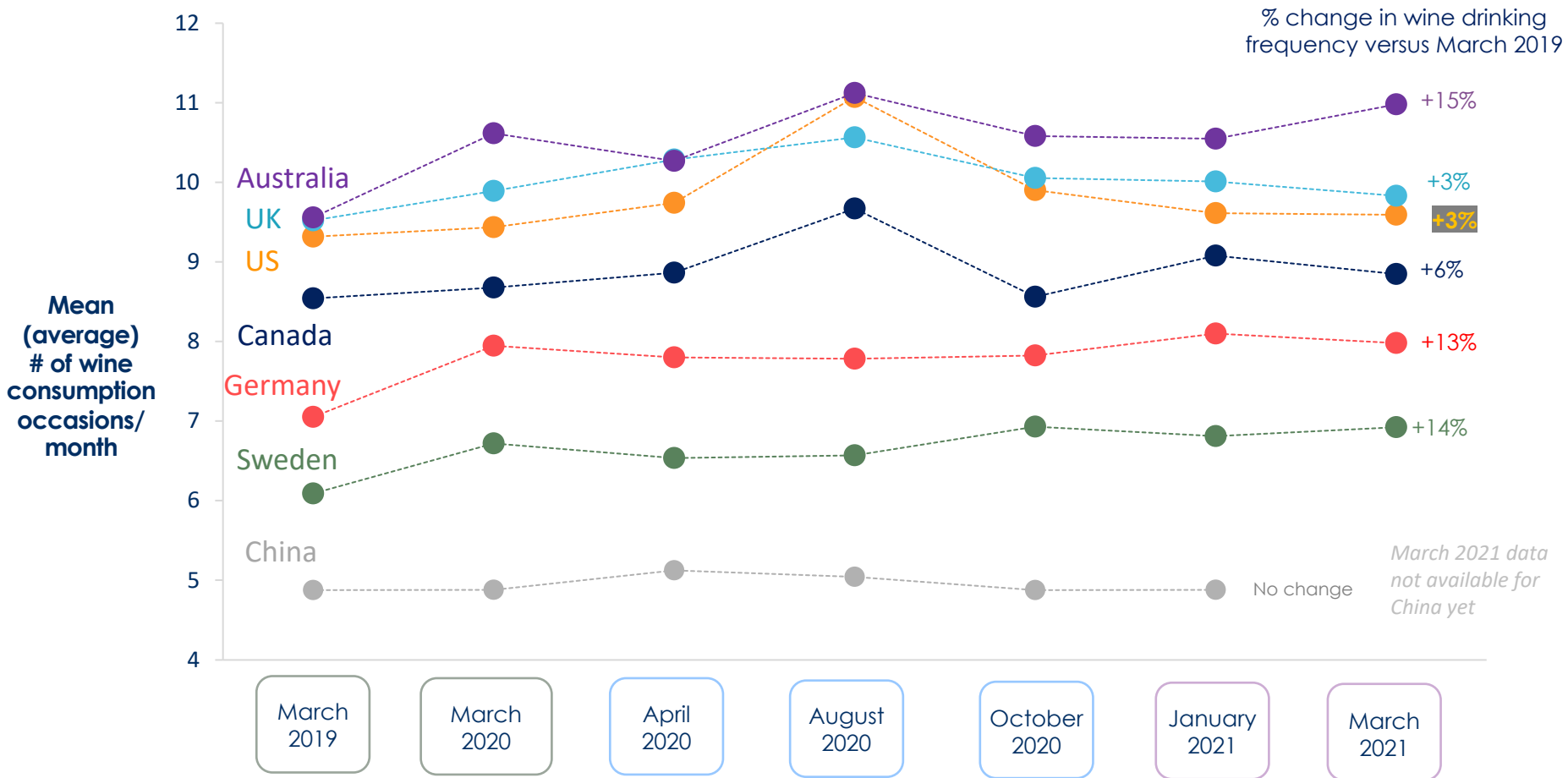


**Wine a
beneficiary
of 2020,
despite
restrictions**

THE NUMBER OF WINE DRINKING OCCASIONS PER MONTH REMAINS STABLE OR IN GROWTH, DESPITE RESTRICTIONS TO BOTH SOCIALISING AND THE ON-PREMISE



Average number of times wine is consumed, combined on- and off-premise, per month among regular wine drinkers



Regular wine drinkers: Those who drink wine at least once a month or more. Exception China: All Chinese urban upper-middle class semi-annual imported wine drinkers

Source: Wine Intelligence Vinitrac® Global, Mar '19, Apr '20 (23rd March – 16th April), Aug '20 (16th July – 13th August), Oct '20, Jan '21 and Mar '21 n>=709 regular wine drinkers in each market

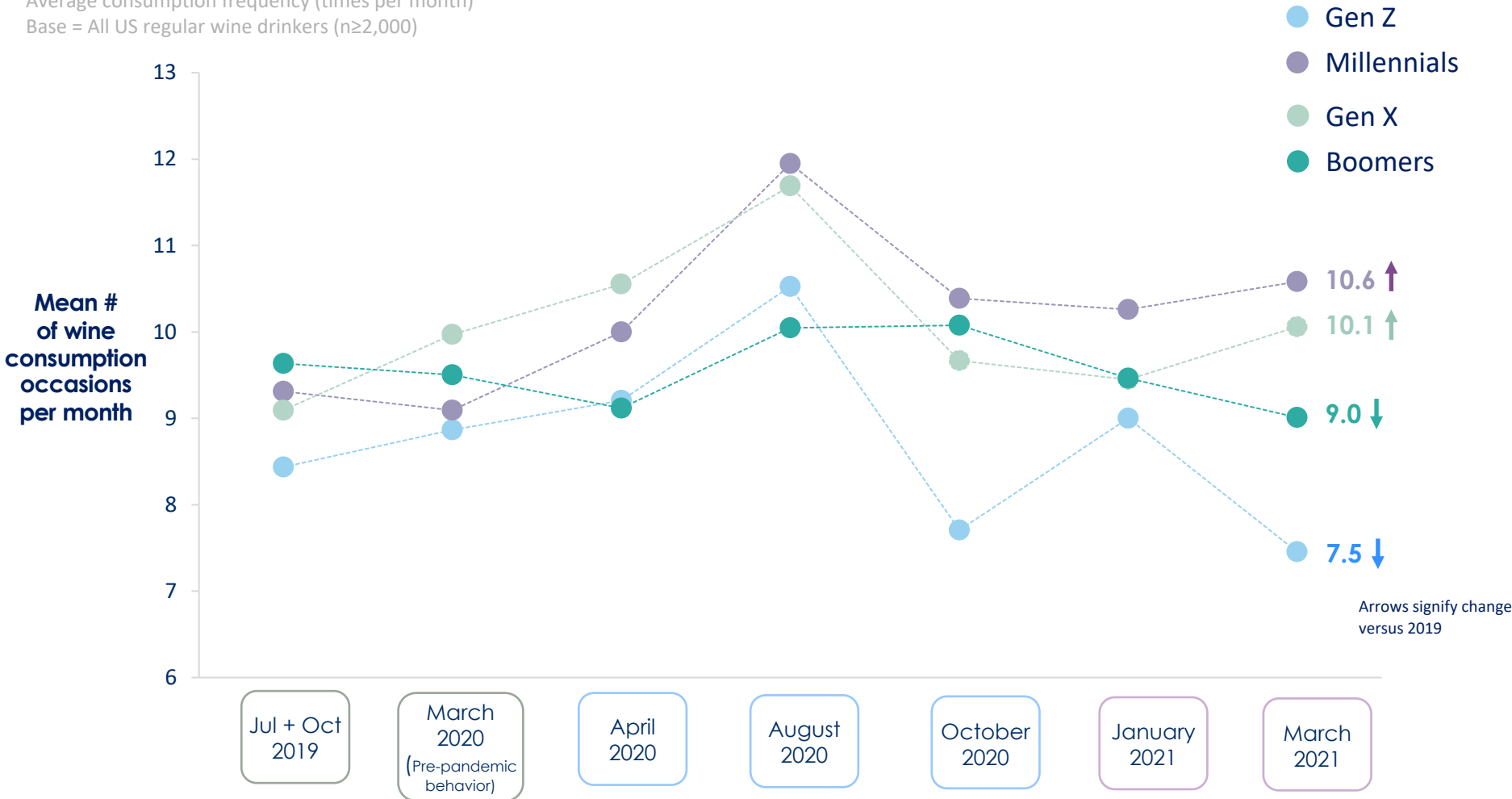


MILLENNIALS NOW THE MOST FREQUENT WINE DRINKERS IN THE US



Average monthly consumption frequency: By age

Average consumption frequency (times per month)
Base = All US regular wine drinkers (n≥2,000)



Gen Z: 21-24 / Millennials: 25-39 / Gen X: 40-54 / Boomers: 55+
Red / Blue: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
Source: Wine Intelligence Vinitrac® US, July + October 2019, Apr '20 (23rd March – 16th April), Aug '20 (16th July – 13th August), Oct 2020 – March 2021 (n≥2,000) US regular wine drinkers



**Extension of
wine
o'clock**

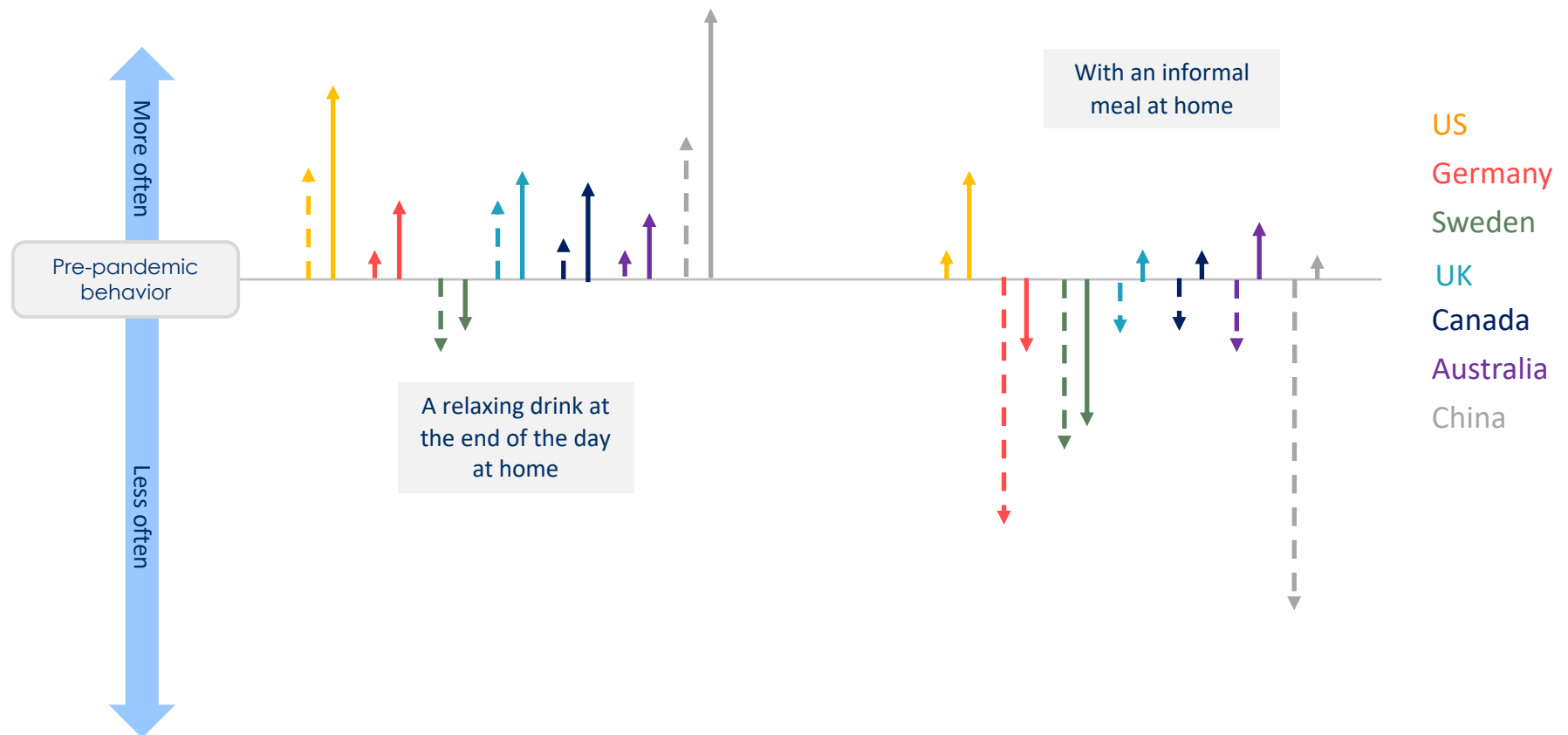
WINE DRINKING AT HOME MOVES BEYOND MEAL OCCASIONS

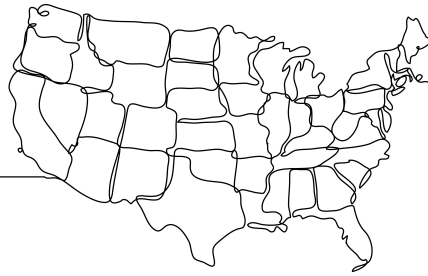


Off-premise index change in wine consumption frequency: April & August 2020 vs pre-pandemic behavior

Indexed change in wine drinking behavior at each occasion in April 2020 and August 2020
Base = Those who buy wine in the off-premise

----- April 2020
—— August 2020





**Shift to
'localism'**

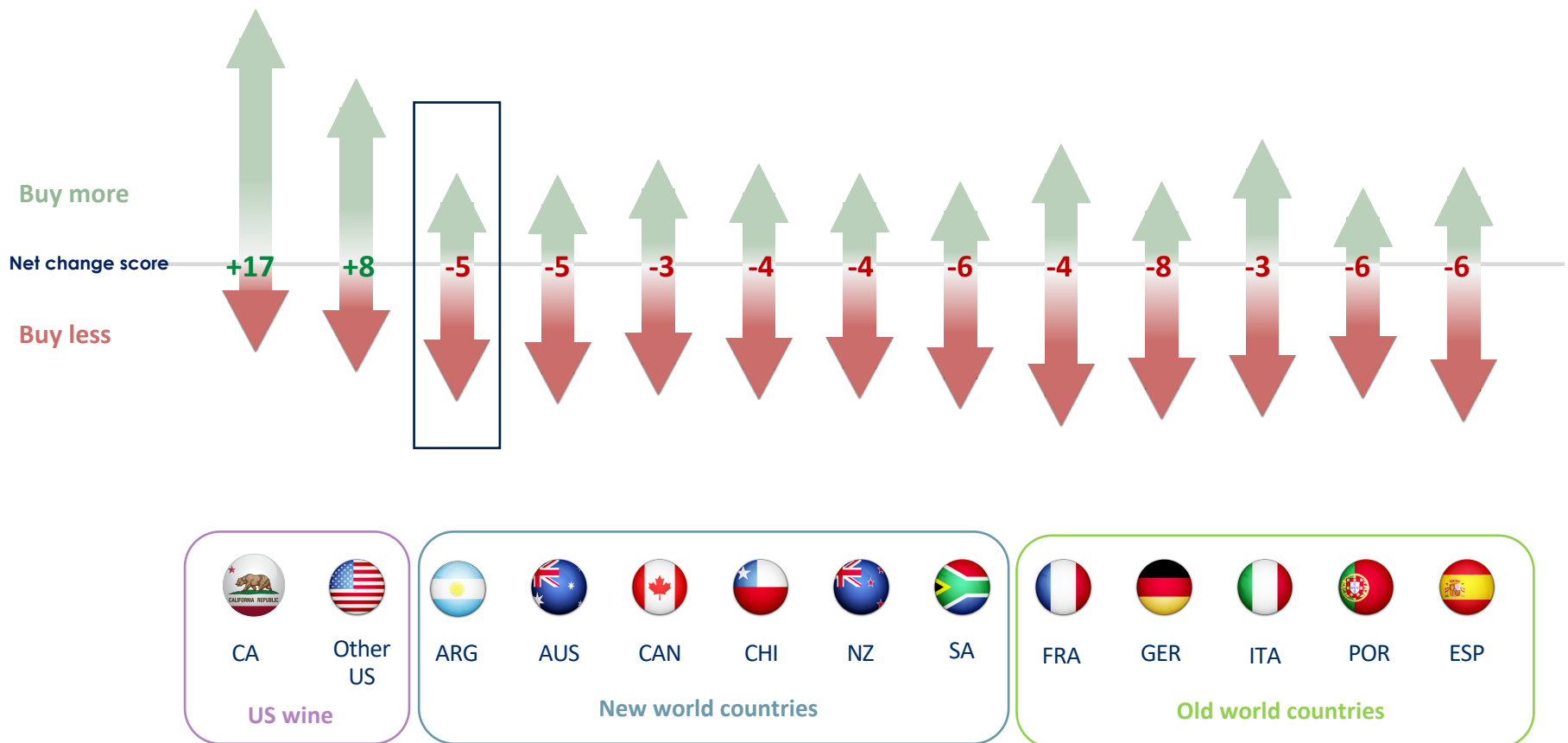
US CONSUMERS TURNED TO THE VALUE, SAFETY AND COMFORT OF 'LOCAL'



Country of origin change in **purchase** amongst US regular wine drinkers during August 2020 compared with pre-pandemic behavior

% who have changed their purchase behavior of each place due to the impacts of Coronavirus

Base = Those who are aware of each place



Net change score = % consumers who buy more wine from this country minus % consumers who buy less wine from this country

Source: Wine Intelligence Vinitrac® US, Apr '20 (23rd March – 16th April), Aug '20 (16th July – 13th August), n>=2,000 regular wine drinkers in the US



**Simplifying
engagement
with the
traditions of
wine**

WINE KNOWLEDGE DECREASING AMONGST US WINE DRINKERS



Wine **confidence** index: Tracking

Wine confidence index (0-100) is calculated based on the extent to which consumers feel competent about their wine knowledge

Base = All US regular wine drinkers (n≥4,000)

	2017	Index change	2020	
All US regular wine drinkers	54.2	+0.1	54.3	➡

Wine **knowledge** index: Tracking

Wine knowledge index (0-100) is calculated based on consumer-reported awareness of wine-producing countries, wine-growing regions and wine brands

Base = All US regular wine drinkers (n≥4,000)

	2017	Index change	2020	
All US regular wine drinkers	34.2	-7.5	26.7	⬇



WINE INTELLIGENCE

Wines from Argentina in the US market - study

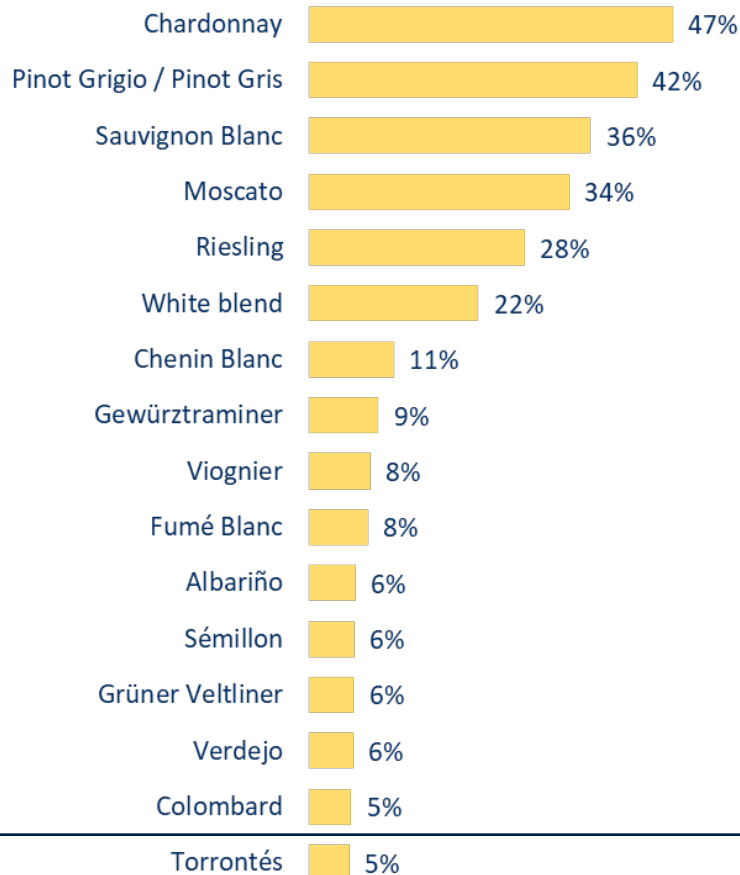


VARIETAL CONSUMPTION



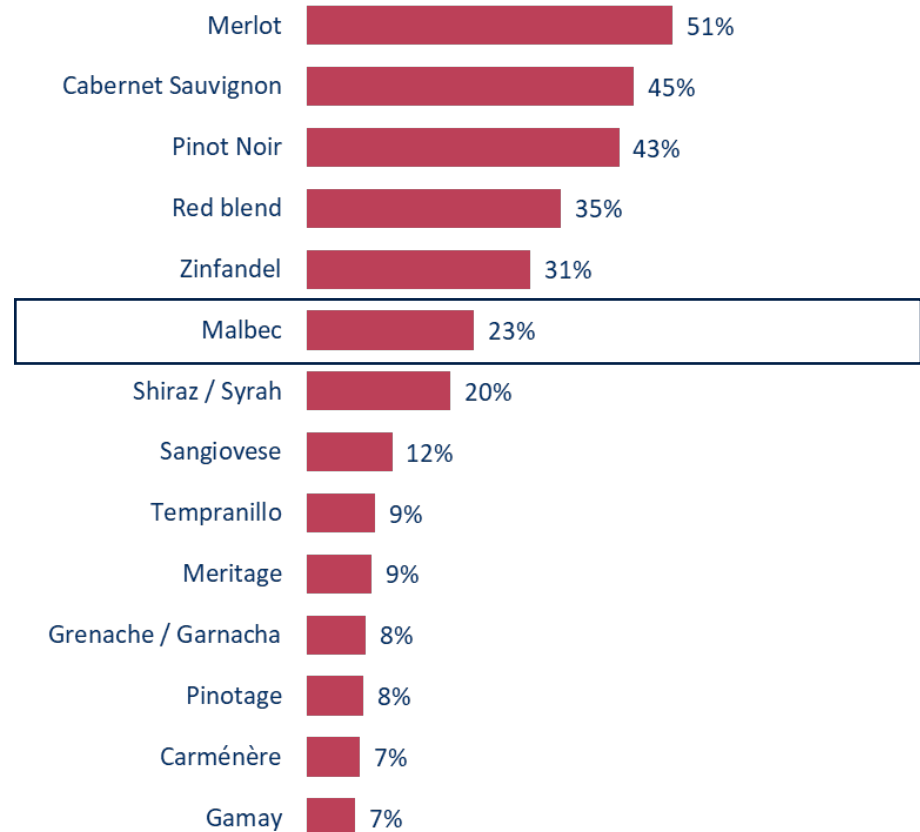
White varietal consumption

% who have drunk the following varietals or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)



Red varietal consumption

% who have drunk the following varietals or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)

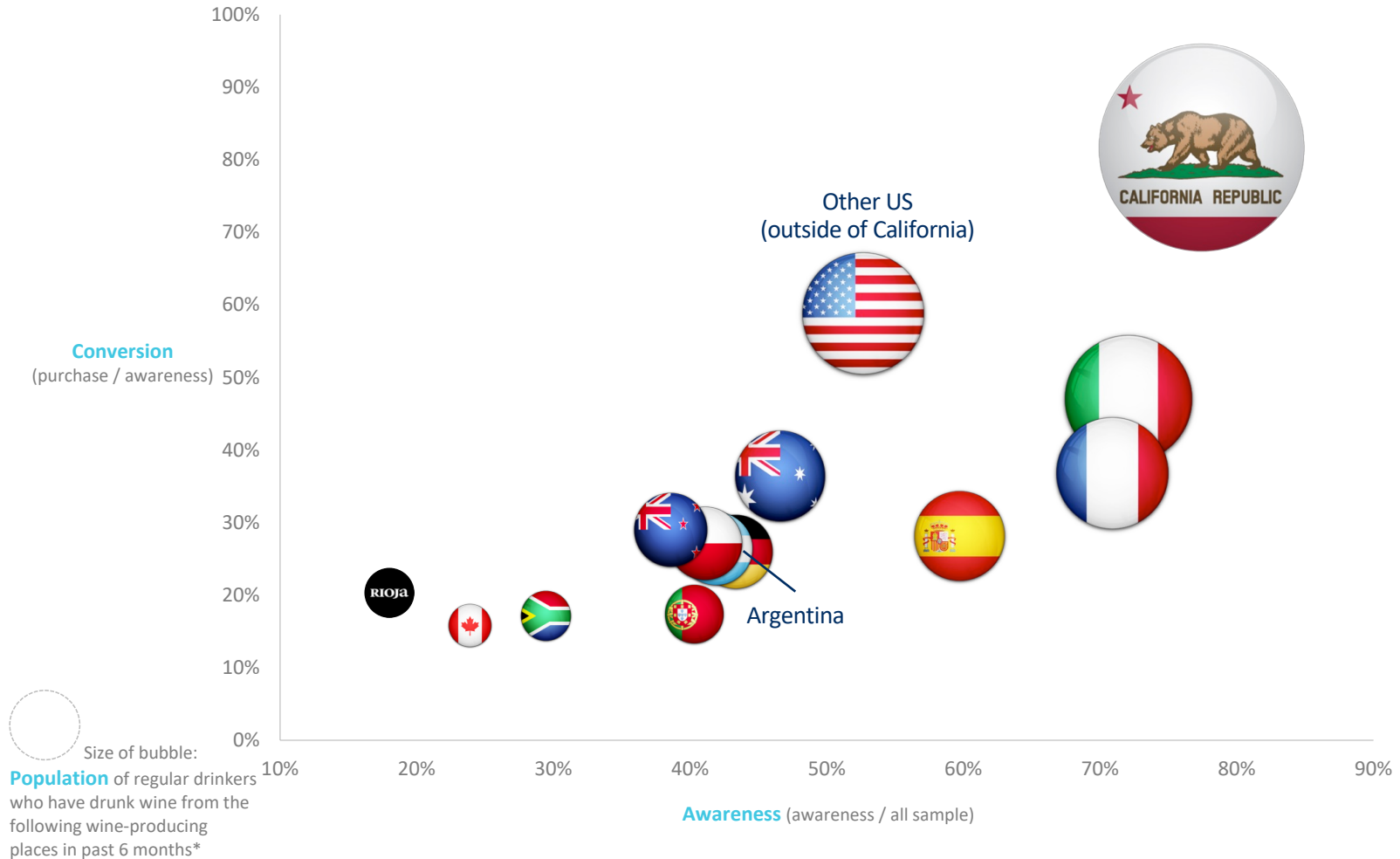


ARGENTINA ORIGIN HEALTH



Argentina performs similarly to Chile, Germany and New Zealand in terms of awareness, conversion and purchase rates

Country health: Argentina vs other countries



*Note: Past 3 months for Rioja
Source: Wine Intelligence, Vinitrac® US, Mar'21 (n=2,000), US regular wine drinkers

ORIGIN AWARENESS

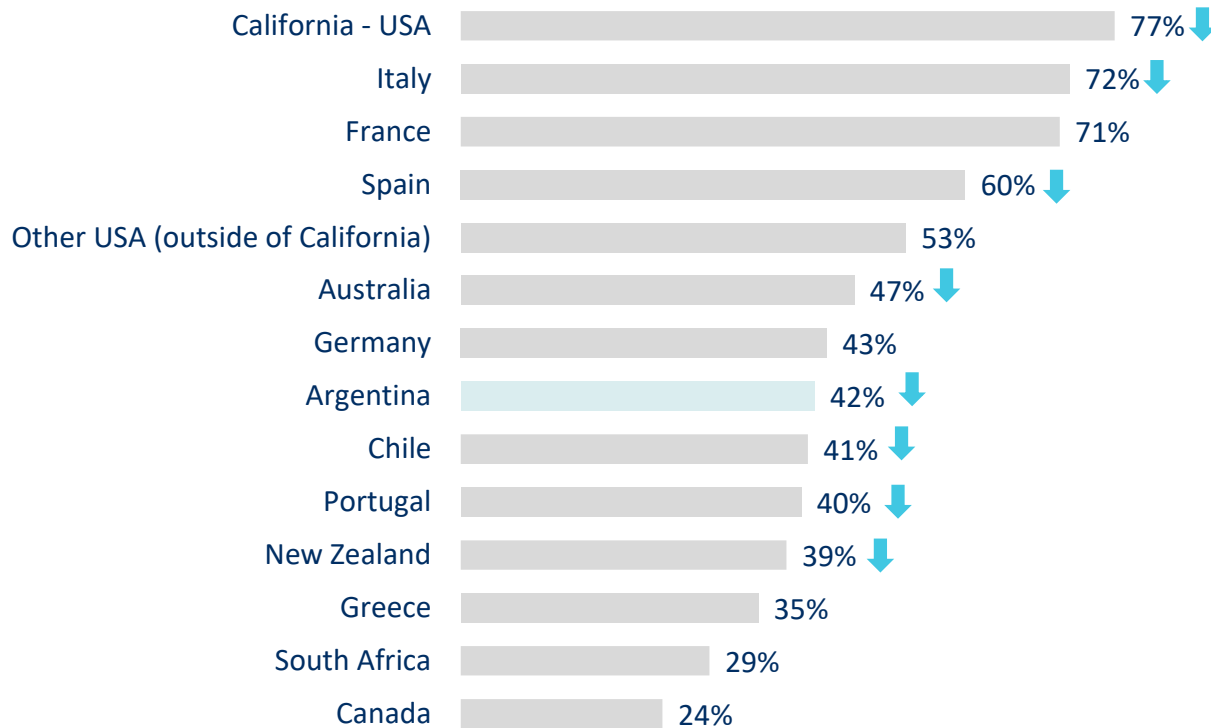


Argentina ranks 8th in terms of awareness among regular wine drinkers in Argentina and **6th among imported** origins

Origin awareness

% who have heard of the following wine-producing origins

Base = All US regular wine drinkers (n=2,000)



Significant decline vs 2018

ORIGIN CONSUMPTION

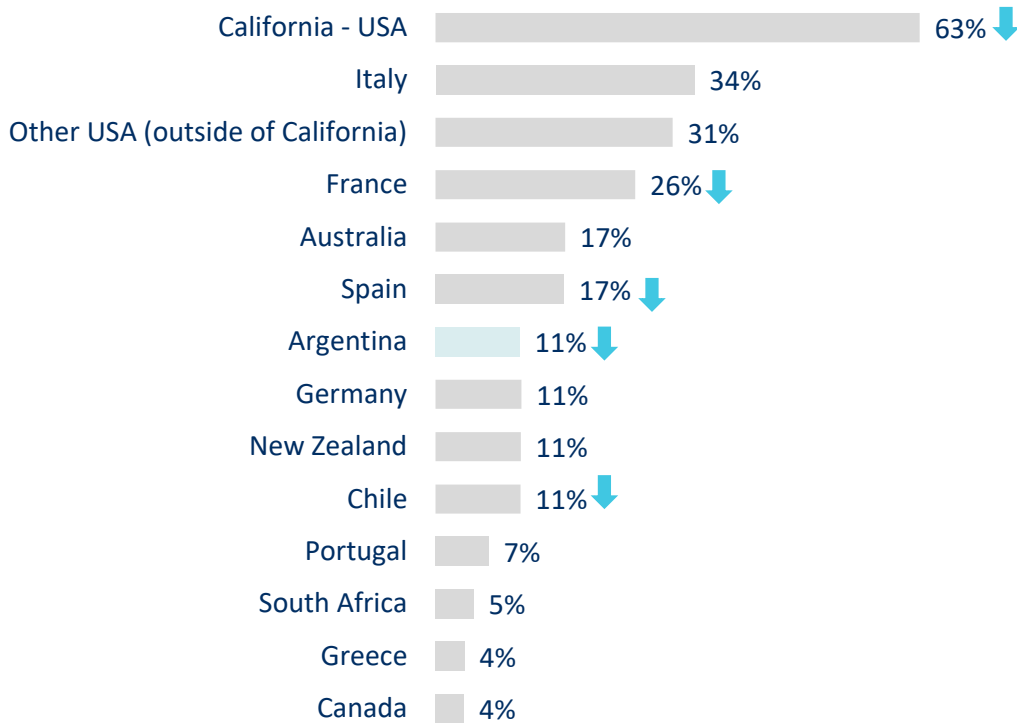


Argentina reaches 11% of regular wine drinkers, and performs at a similar level to Chile, Germany and New Zealand

Origin consumption

% who have drunk wine from the following wine-producing origins in the past 6 months

Base = All US regular wine drinkers (n=2,000)



Significant decline vs 2018

ORIGIN CONSIDERATION

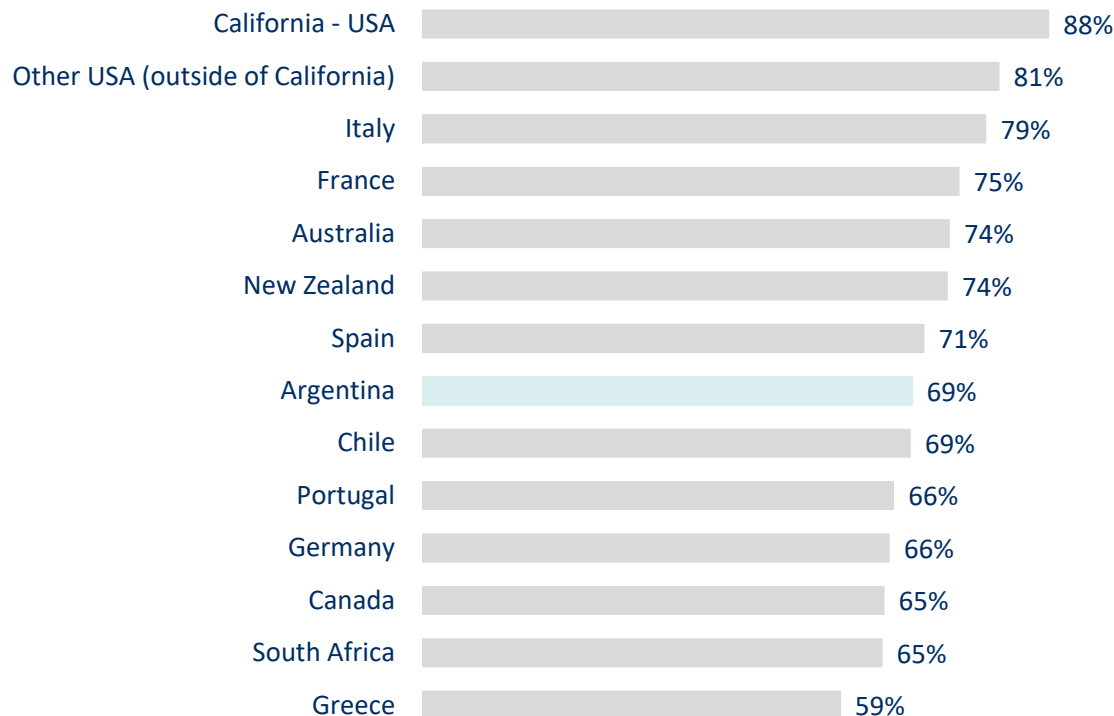


Once consumers are aware of a wines origin, they **are similarly open to wine from most origins**

Origin consideration (among those aware of each origin)

% who would consider buying wine from the following places

Base = Those who have heard of each wine-producing place



“From which of the following wine-producing places would you consider buying wine in the future?”

WILLINGNESS TO BUY

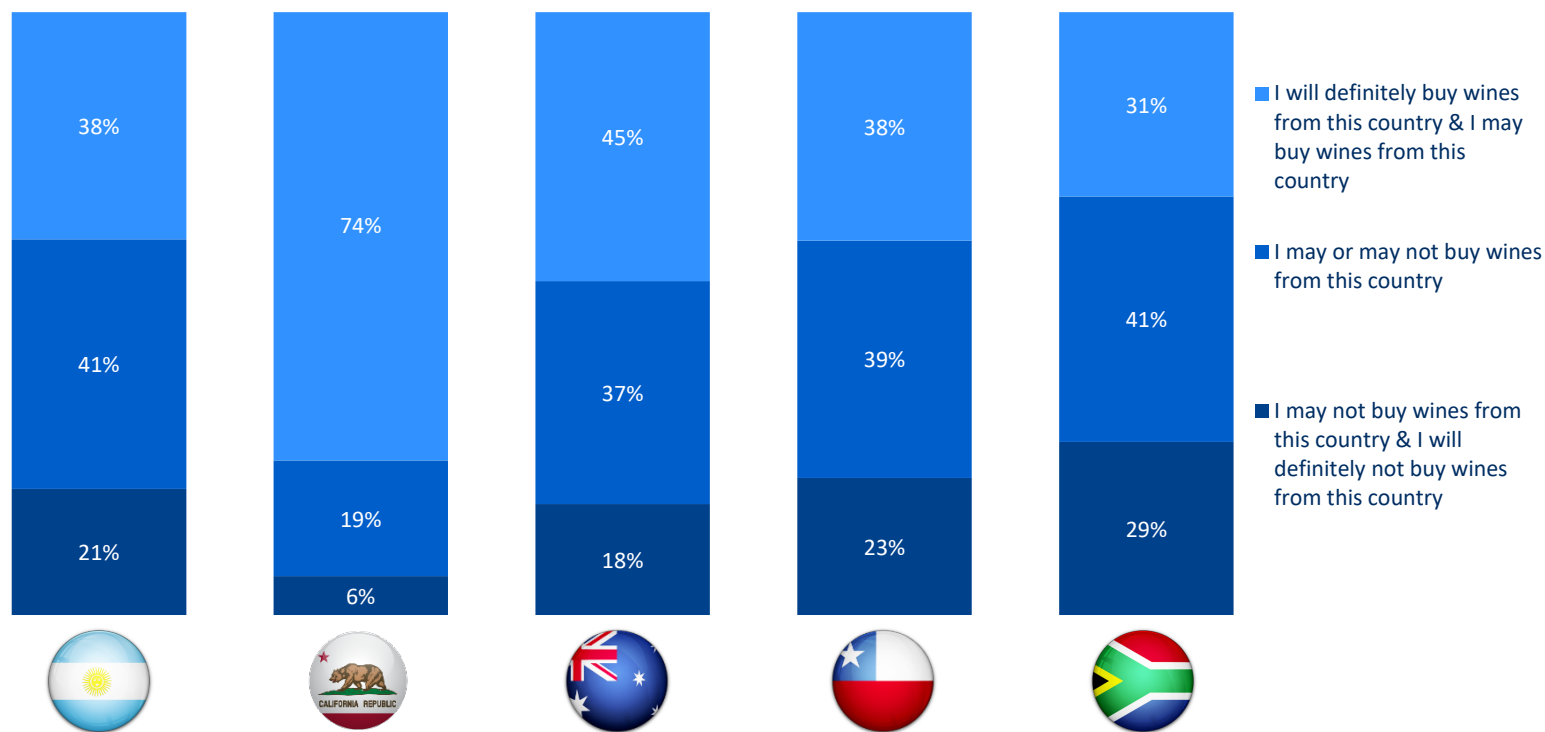


Argentina performs at a similar level to other key important countries in terms of future purchase consideration

Willingness to buy

% who stated how likely they are to buy wine from each wine-producing place in the next 3 months

Base = All US regular wine drinkers (n=2,000)



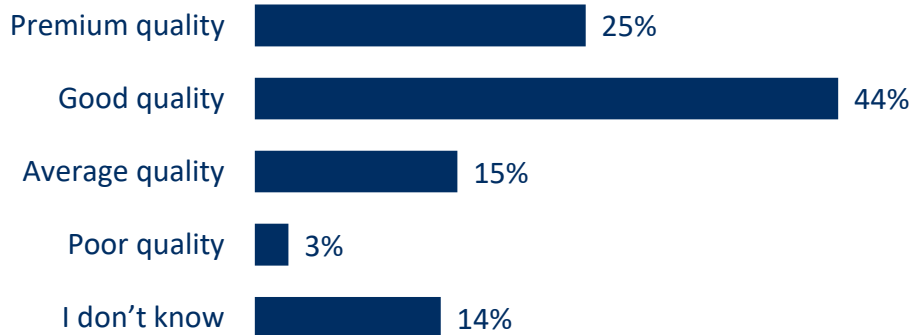
QUALITY PERCEPTIONS



70% of those who would consider buying Argentinian wine rate it as good quality or above

Quality perceptions

% who indicated the following as their perceived quality of wine from Argentina
Base = Those who are aware of or would consider buying wine from Argentina



QUALITY PERCEPTIONS



US consumers have the **highest quality perceptions of Californian and Australian wine**, with Argentina positioned alongside Chile, South Africa and Rioja

Quality perceptions

% who indicated the following as their perceived quality of wine from each wine-producing place

Base = Those who are aware of or would consider buying wine from each wine-producing place

	Argentina	California - USA	Australia	Chile	South Africa	Rioja
<i>n</i> =	838	1,548	932	822	589	360
Premium quality	25%	44%	24%	22%	20%	27%
Good quality	44%	45%	51%	45%	46%	45%
Average quality	15%	8%	15%	19%	18%	15%
Poor quality	3%	1%	1%	2%	2%	1%
I don't know	14%	2%	8%	12%	13%	12%

PRICE EXPECTATIONS

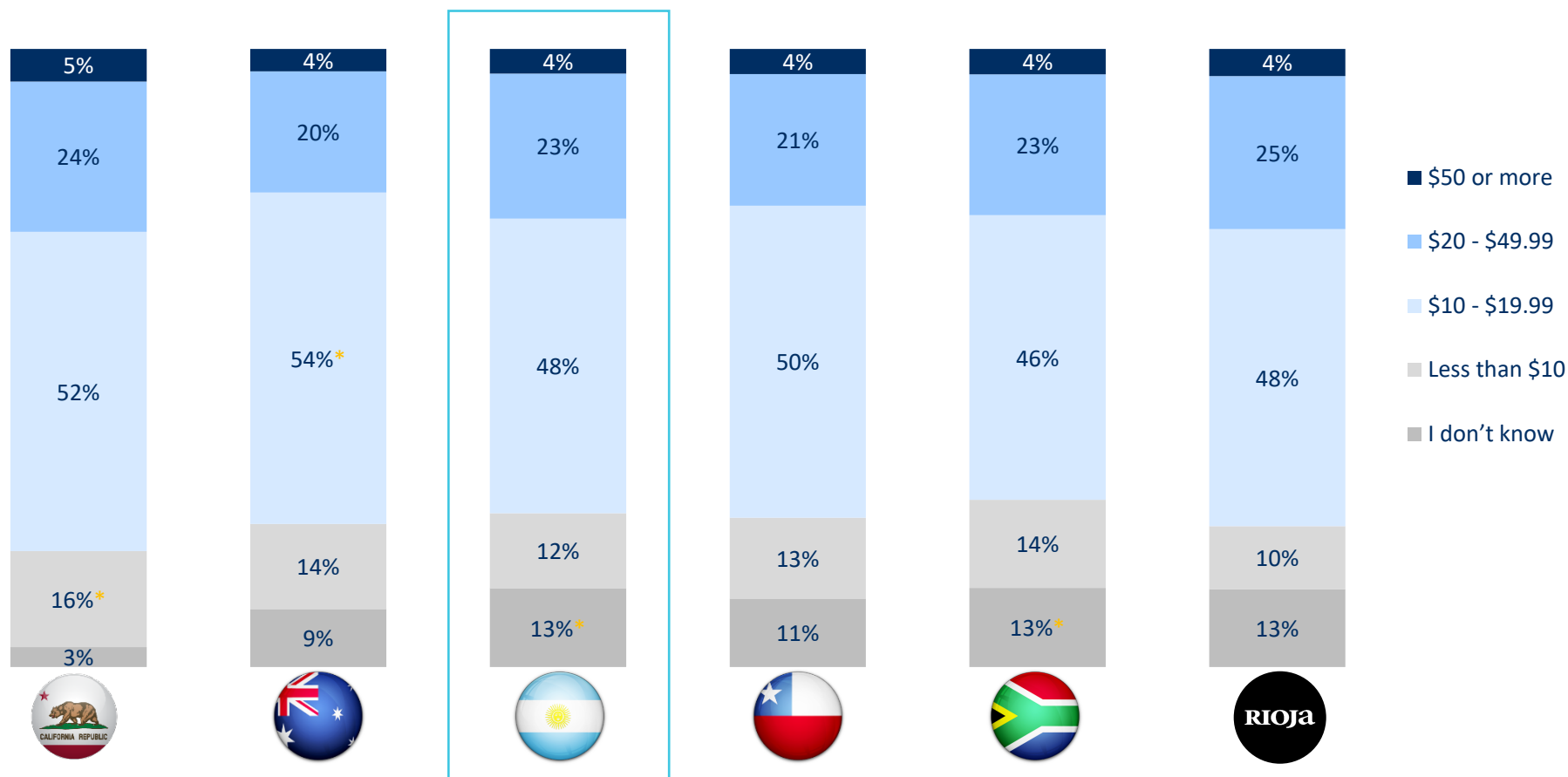


Little differentiation in terms of price expectations from wines from a range of origins among US regular wine drinkers

Price expectations

% who would expect wine from the following places to cost the following amounts

Base = Those who are aware of or would consider buying wine from each wine-producing place



* / %: Statistically significantly higher than 2 / 3 or more other wine-producing places at a 95% confidence interval
Source: Wine Intelligence, Vinitrac® US, Mar'21 (n=2,000), US regular wine drinkers

MOTIVATIONS TO BUY ARGENTINIAN WINE

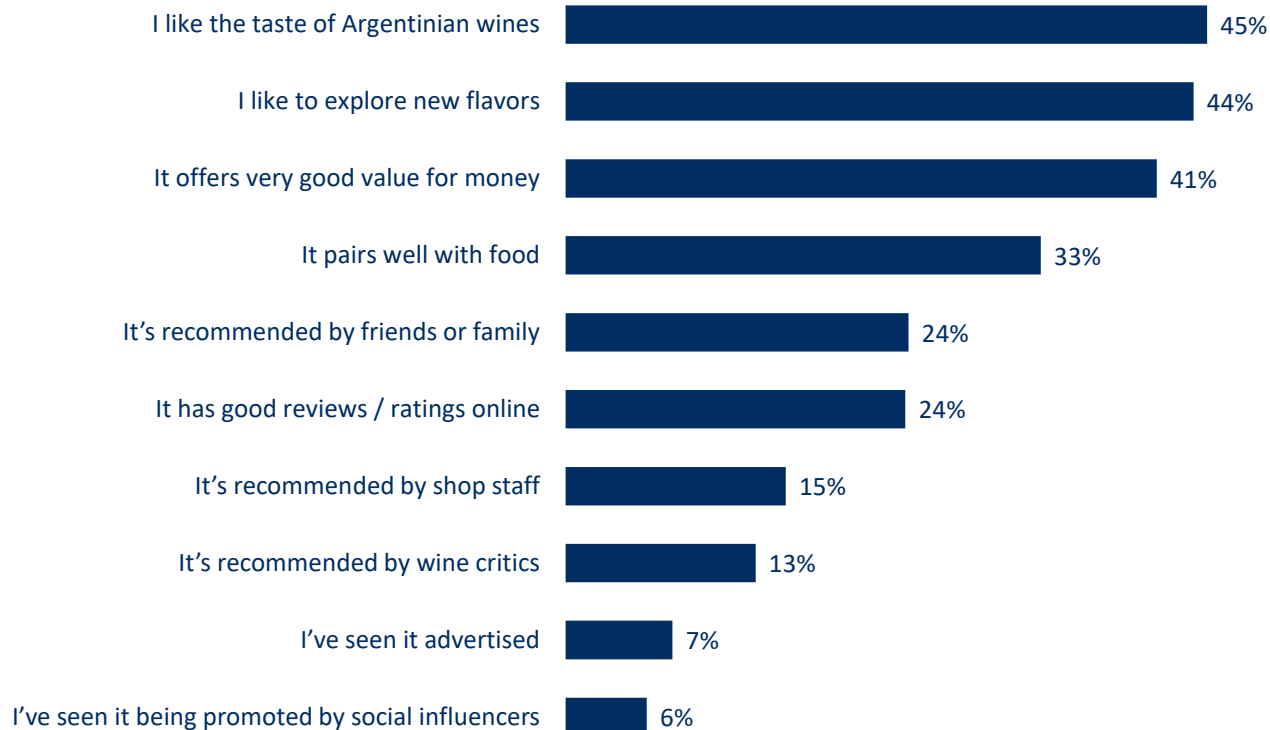


The dominant motivations to buy Argentinian wine are taste, **exploring new flavors**, and **value**

Motivations to buy Argentinian wine

% who stated following as the main reasons for buying Argentinian wine

Base = Those have bought or would consider buying Argentinian wine



MOTIVATIONS TO BUY ARGENTINIAN WINE



Top motivations for purchasing Argentinian wine across segments include **taste, flavors,** and **value**

Motivations to buy Argentinian wine: By Portraits

% who stated following as the main reasons for buying Argentinian wine

Base = Those have bought or would consider buying Argentinian wine

	All US regular wine drinkers	Engaged Explorers	Generation Treaters
I like the taste of Argentinian wines	45%	62%	44%
I like to explore new flavors	44%	49%	51%
It offers very good value for money	41%	39%	47%
It pairs well with food	33%	53%	48%
It's recommended by friends or family	24%	34%	32%
It has good reviews / ratings online	24%	42%	40%
It's recommended by shop staff	15%	21%	28%
It's recommended by wine critics	13%	30%	31%
I've seen it advertised	7%	11%	31%
I've seen it being promoted by social influencers	6%	13%	35%

BARRIERS TO BUY ARGENTINIAN WINE

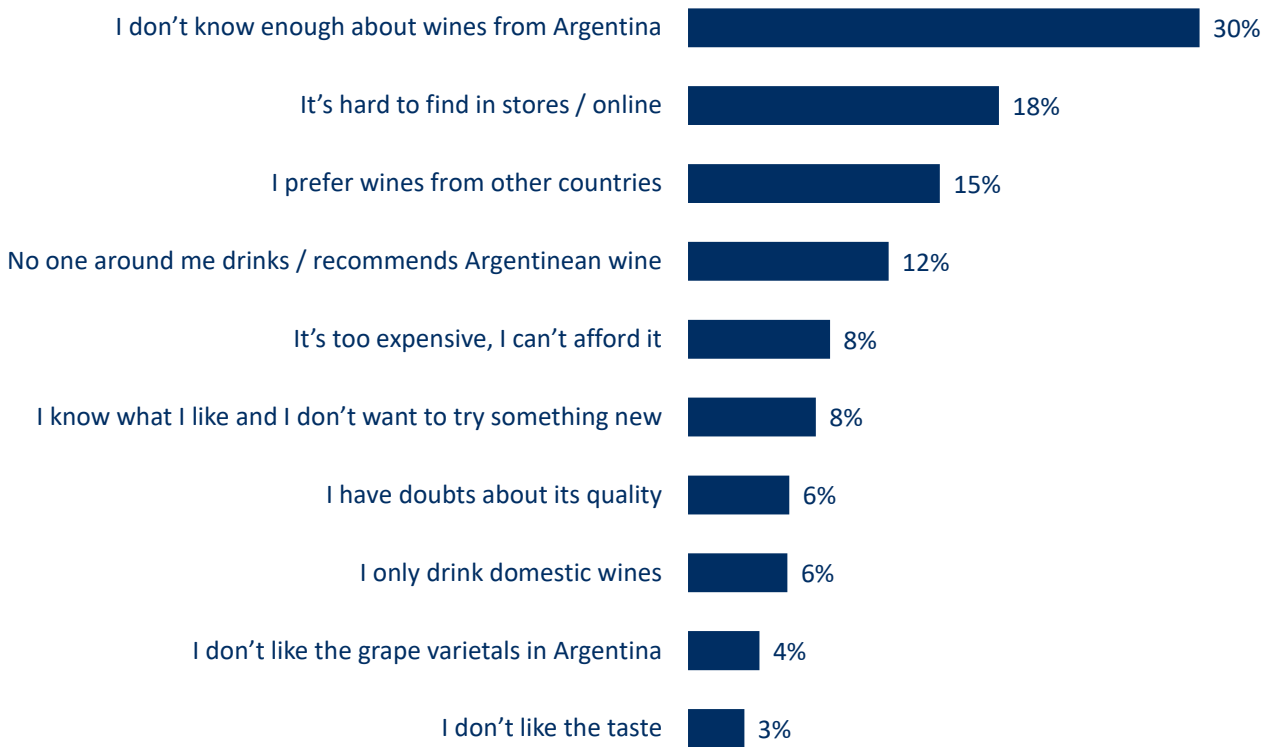


The dominant barriers to buying Argentinian wine are **lack of knowledge and visibility**

Barriers to buy Argentinian wine

% who stated the following as the main reasons for NOT buying Argentinian wine

Base = Those who are aware of wine from Argentina but have not bought it



ORIGIN PURCHASE



A larger proportion of US consumers state that they consume Malbec compared with the proportion who state they drink wine from Argentina, particularly among the more involved consumer groups

Origin purchase: Argentina, Mendoza and Malbec by Portraits age and gender

% who have drunk wine from the following wine-producing origins in the past 6 months (countries) or past 3 months (regions)

Base = All US regular wine drinkers (n=2,000)

		US Portraits 2021					
	All US regular wine drinkers	Engaged Explorers	Generation Treaters	Mainstream Suburbans	Social Newbies	Senior Bargain	Kitchen Casuals
Malbec	23%	38%	29%	33%	24%	12%	10%
Argentina	11%	16%	8%	21%	10%	6%	5%
Mendoza	3%	7%	10%	5%	3%	0%	0%

Note: Awareness is not available for Mendoza

% / % : Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® US, Mar'21 (n=2,000), US regular wine drinkers



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knowledge and insights globally*

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¡GRACIAS!

