

AUSTRALIA

On Premise Wine Report

Uncovering opportunities of the dynamic Wine category

2023



A group of people are shown in a social setting, likely a wine festival or outdoor gathering. In the foreground, a man on the left is smiling broadly, wearing a brown jacket and headphones. Next to him, a woman with long dark hair is also smiling, holding a glass of red wine. To her right, another man is partially visible, also smiling. The background is blurred, showing more people and greenery. A dark blue semi-transparent overlay covers the right side of the image, containing the report title and text.

On Premise Wine Report

CGA by NIQ's On Premise Wine Report uses OPUS data to delve into the opportunities of the Wine category in the On Premise.

Providing expert data and insight, it reveals the importance of On Premise Wine, helps tailor portfolio strategies and target the most fruitful occasions aligned to the latest consumer behaviour.

Tailored to answer the most frequently asked questions and assessing the impact of the latest trends around On Premise wine, this report is a must for any supplier, operator or manufacturer looking to understand the changing subtleties of the Australian out-of-home wine sector for success in 2023 and beyond.



40%

of Australian consumers
drink Wine in the On
Premise

(2nd biggest category behind Beer)

A group of people are gathered around a wooden table in a restaurant, toasting with wine glasses. The scene is set in a bright, sunlit room with large windows in the background. The people are smiling and holding their glasses up. On the table, there is a basket of bread, a pitcher of water, and some fruit. The overall atmosphere is warm and social.

45%

Of Australian
consumers drink
Wine in the Formal
Dining Restaurant
channel

#1 occasion

Formal meal is the
biggest occasion with
34% of consumers
drinking wine during
this occasion

What the report will explore...

- + The size of the category: penetration and frequency drinking
- + Demographic overview, and typical On Premise behaviour of the Wine consumer
- + Understanding consumers' willingness to spend on Wine
- + Explore the Wine Path to Purchase
- + Most popular occasions for Wine consumption
- + The channel opportunities for Wine and how consumers behave in these channels
- + Preferred serve and important factors influencing choice
- + Barriers to infrequent Wine consumption and how to overcome these challenges





Allowing you to...

- + Reveal the importance of the On Premise wine opportunity to internal stakeholders and On Premise customers
- + Allow you to create a strategy based on your specific target consumer and increase likelihood of engagement
- + Target the most fruitful occasions and support customers with growing Wine across different occasions
- + Tailor your portfolio strategy to ensure you are aligned with current consumer behaviour trends and support operators with optimising the Wine path to purchase.
- + Build tailored channel-specific strategies for Wine in the On Premise



OPUS



What is it?

The On Premise User Study is an incredibly rich resource of On Premise data and insights that provide clients all the core insights to understand what consumers are doing in the On Premise and why.

OPUS is a consumer survey of nationally representative On Premise consumers within each market, surveyed online twice a year about their out of home experience and usage.

What does it do?

OPUS gives you the power to understand the ever-changing relationship between consumers, brands, categories and channels through a single source.

OPUS enables insight driven decisions to help sales conversations, national account teams, brand and marketing teams, activations, etc. all designed to help you drive sales and grow share.

Sample: Australia = 8,000 per year





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