

CGA by NIQ

Wine Insight Reports

2023



Wine Insight Reports 2023

A series of reports providing high level insight and expertise into the topics shaping the out of home wine category from a consumer, volumetric and advanced analytical perspective.

The four reports will be released quarterly, launching May 2023.

Wine in the GB On Premise

Providing expert data and insight into the wine category since 2017, CGA has again produced a collection of syndicated wine reports designed to answer the most pressing questions for the industry.

Using a combination of CGA's proprietary BrandTrack, OPUS, Cost of Living Pulse and OPM volumetric data, alongside category insight and opinion, the quarterly reports are a must for any supplier, operator or manufacturer looking to understand the changing subtleties of the GB out-of-home wine sector. Exploring the topics that matter most for the wine market, the reports provide an accessible entry point to what is, undeniably, a dynamic and complex category.

Tailored to answer the most frequently asked questions and assessing the impact of latest trends around On Premise wine, including the effects of the Cost of Living crisis, this completely revised set of four affordable reports focus the lens on CGA's phenomenal data to uncover insight across the broader category...



The Impact of Cost of Living on Wine

Using CGA's robust proprietary data from a multitude of sources, including our in-the-moment cost of living pulse insights. The report will track which wines are receiving increased interest and which will be fleeting. With rising energy costs for suppliers and consumers cutting back on spending, the report will reveal which wine types and styles will succeed during these challenging times, as well as the occasions and channels that are likely to thrive, allowing for strategic planning on which trends to invest in for the upcoming year and how to position wine offers aligning to latest trends to create excitement in the category.



Staying ahead of the curve

A deep dive into where consumers are prioritising spend and how they predict the cost of living crisis will impact their On Premise behaviour



Strategies for success

Understand changing consumer preferences to confidently inform strategies for 2023 enabling you to engage your target, and most valuable, consumers



Targeting opportunity

Using consumer insights to recognise which wine types and styles are growing and declining as a direct result of the Cost of Living crisis, in addition to the occasions and channels in the current market

A Deep Dive into Fizz

This report provides a detailed insight into the growing category of Sparkling wine, including modern vs traditional styles and those in between. Knowledgeable analysis helps determine which occasions consumers drink this category for, willingness to spend, quality perceptions and much more. The report will explore the different purchase drivers and opportunities to capitalise on for the future of fizz.



The evolving fizz occasion

Exploring special occasions in depth for fizz, alongside newly emerging drinking occasions which continue to prosper during the Cost of Living crisis



Knowing where and when fizz is drunk out-of-home

Drawing upon CGA's volumetric and consumer data, understand the most popular sectors fizz is consumed in, as well as the occasions which drive wine consumption to spotlight opportunities to drive targeted sales



Future opportunities for fizz

Uncover what constitutes the best opportunities for fizz in the longer term; explore attitudes towards premiumisation and identify strategic opportunities and be best placed to make the right investment decisions

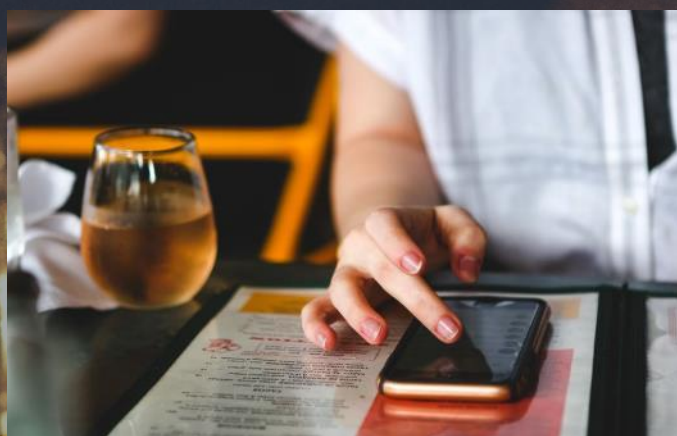
A Deep Dive into Rosé

On the back of the substantial growth that rose wine has seen in recent years, this report will provide clear insight into the opportunity that rosé as a category presents, and an understanding of how to stand-out within that category and win the attention of both pre-existing and potential future consumers. We will aim to showcase the rosé category by understanding current consumer behaviours, attitudes and sentiment, plus highlighting any trends or differences between other styles of wine, allowing you to win share of a growing premium category



Exploring the drivers of growth

Using volumetric data to view the extent of rosé wine's growth, underpinned by consumer data to determine which factors and selling points are most appealing to rosé drinkers, to effectively target them and drive sales



A deep dive into the Rose consumer

The report will identify exactly who chooses rosé wine in the On Premise, and how their category interaction and expectations may differ from typical wine drinkers, to uncover how strategy can be tailored to capitalise on growth



Influencing drink and serve choice

This report is essential for suppliers and operators, providing a focus on understanding consumer decisions of trade ups and how this might be influenced



The Growing Importance of Ethics & Sustainability

This report aims to capture consumer opinions on ethics & sustainability within the wine market. By defining the importance these values hold to consumers, strategic planning can be made on which trends to invest in for the upcoming year and how to position wine offers to latest trends.



Consumer comprehension of ethics and sustainability in wine

The report will delve into consumer understanding and expectations from venues and brands with regards to sustainability, exploring how environmental ethics play into On Premise decision making



Upselling based on elements consumers value

Beyond solely comprehension, the report will turn a lens to environmental trigger words for consumers, uncovering their impact on brand perceptions, and crucially, identifying what consumers will be willing to pay more for when choosing wine



Understanding who the key consumers are

Exploring and profiling On Premise wine consumers to discern who is most influenced by ethical and sustainable features within the category, and what it means to them

CGA's data suite and capabilities

- *Outlet Index – A digitally acquired view of which outlets in any territory are open & trading, alongside a view of which trading style they fall under
- *RISE – Online directory of all licensed venues, with estate optimization & location planning capabilities
- *OPM – Market measurement data for all beverage alcohol and soft drink categories and brands
- *Consumer – segmenting consumers by taking the whole wine market and grouping them into distinct groups with similar traits

Price and content

A saving of up to £400 possible with full four report subscription

Each individual report priced at £1,075

Details below:

1 report - £1,075

2x reports - £1,950

3x reports - £2,925

4x reports - £3,900

Quick delivery

Subscription available to purchase and reports prepared to deliver on a regular basis

PowerPoint presentation

Full results derived in PowerPoint format, for customization, alongside pdf executive summary

Expert commentary

CGA expertise provides skilled in-depth interpretation of the latest data, what it means for the market and practical applications for suppliers and operators alike

Access to CGA suite of data

Triangulated range of CGA data services used within reports, from consumer, supply and demand to tell one truth for the category

Research Benefits

Why will the wine report series be beneficial to you?

Within each individual report, CGA will provide:



ACCESSIBLE INSIGHT

Lots of detailed insight into both the broader wine category and wine in the On Premise, which otherwise isn't readily available



VALUE FOR MONEY

Extremely cost effective way to access valuable and robust data from a multitude of sources and insight from sector experts



RELEVANT TOPICS FOR 2023

Hyper-relevant topic focuses, deep-diving into the key areas of current interest for the wine category and those in the industry

CGA

"The CGA Wine Insight Reports are extensively used across our business, both internally to support strategy and with customers throughout the UK, ensuring accurate and insightful data is shared."

Chris Davies, Sales Director On Trade,
Groupe Grands Chais de France



Contact

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