

# Unveiling Wine opportunities in the On Premise

Wine in France report  
2023

*Powered by OPUS*



# Wine in France Report

CGA by NielsenIQ's On Premise Wine in France Report uses OPUS data to uncover the vast potential of the wine market in the French On Premise.

The comprehensive report provides expert insights into the wine category in France, empowering businesses to capitalise on numerous market opportunities by exploring the size of the wine opportunity, consumption frequency, and preferences categorized by wine type.

By investigating variations in consumer behaviour and market dynamics across different regions in France, this report is a powerful tool for any supplier, operator, or distributor looking to gain a competitive edge with wine in the On Premise in 2023 and beyond.



# Methodology

*This report utilises CGA's On Premise User Survey (OPUS) consumer data to provide a holistic view of the French wine market to enable you to tailor your strategy.*

## OPUS asks visitors of the On Premise about:

- Their typical behaviours in the On Premise, including spending, brands, frequency of visits, preferences, etc.
- The drink categories they prefer in different types of venues, occasions, social settings, or events.
- Reasons for their preference, willingness to spend, factors influencing the choice of wine, preferred country of origin, drivers for choosing the category, and criteria for determining good quality.

**Sample size:** 5,000 (all consumers)

# What the report will explore...

- + Size of the category: opportunities, penetration, frequency, and preferences by type of wine
- + Overview of wine consumption habits and consumer demographics, attitudes, and behaviours.
- + Segmentation by wine type to identify distinct audiences and potential overlaps.
- + Identification of the biggest channels and occasions for wine consumption, along with consumer interaction with these channels.
- + Drivers influencing wine choices, including how consumers order wine in the On Premise sector and their spending potential.
- + Consumer perception of wine quality and recommendations for effective quality communication strategies.
- + Examination of regional differences within France to identify relevant market variations.



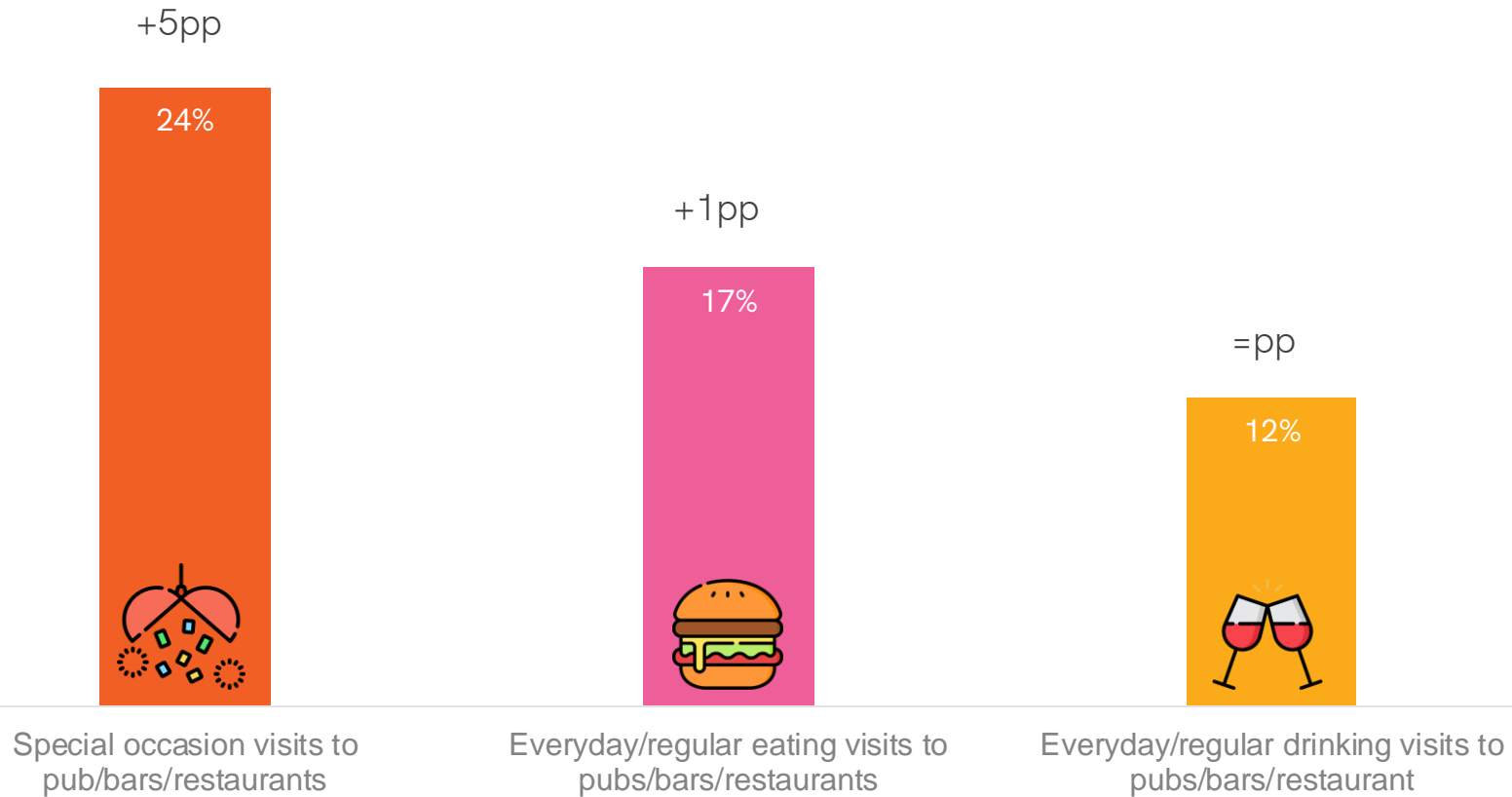
# What the report will enable you to do...

- + Tailor product portfolio to meet specific consumer preferences and demand based on the size of the wine opportunity.
- + Develop targeted marketing strategies and enhance customer engagement.
- + Optimise distribution strategies by identifying the biggest channels and occasions for wine consumption.
- + Make data-driven decisions on pricing, promotions, and marketing efforts.
- + Craft effective communication strategies to convey wine quality, and customize strategies and approaches based on regional differences, to cater to specific market variations and opportunities.



# Wine consumers in particular will be looking to prioritise special occasion visits over 2023

Plans to prioritise spending over the next 12 months if income is reduced for Wine consumer indexed vs Average consumer



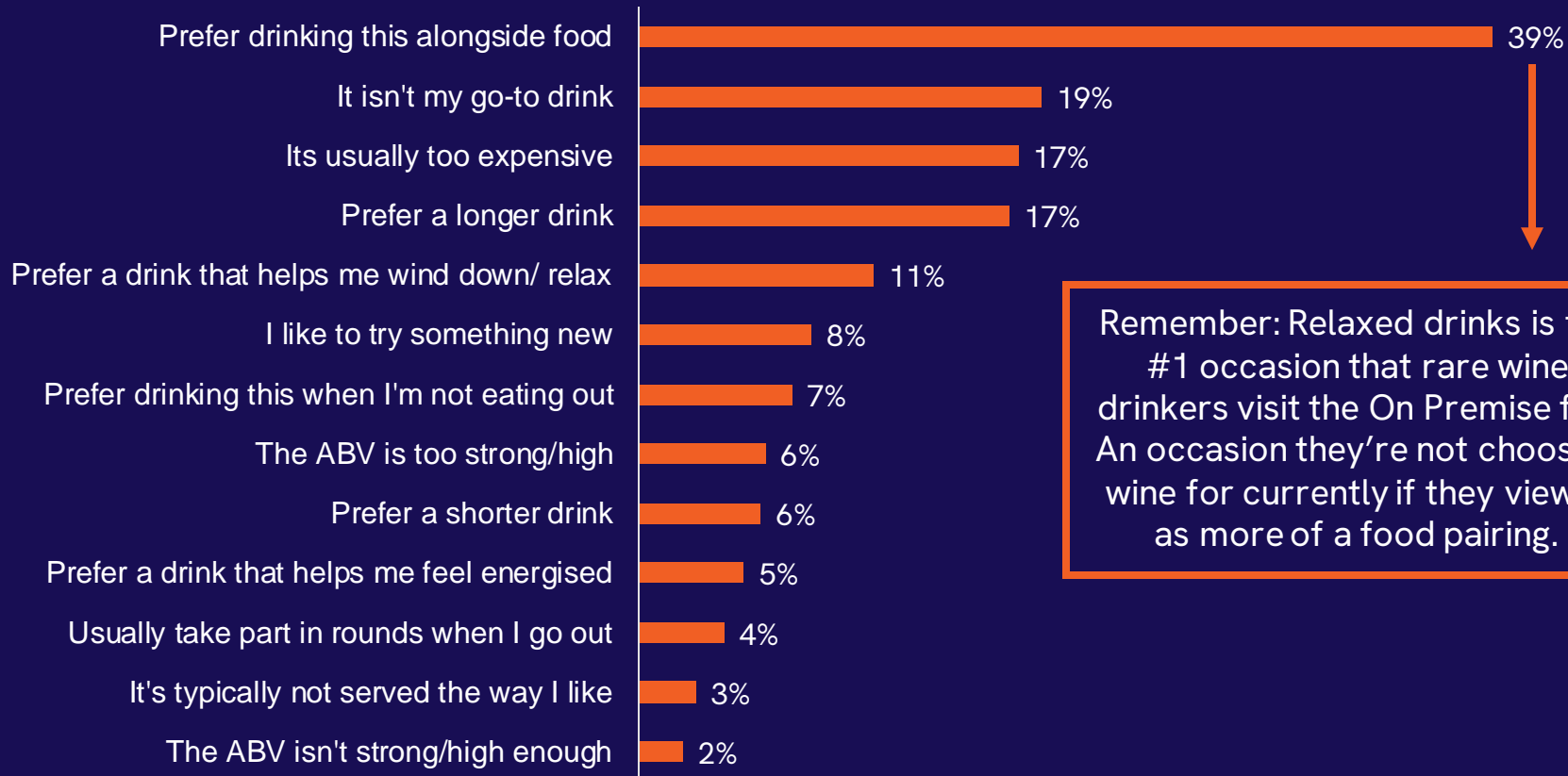
SOURCE: Cost of Living Wine Report

**SAMPLE SLIDE**



# Rare wine drinkers are limiting consumption by pairing more with food, again showing the increased spend potential if they can be encouraged to branch out into other key occasions

Barriers to more frequent wine consumption  
(Rare Drinkers)



Remember: Relaxed drinks is the #1 occasion that rare wine drinkers visit the On Premise for. An occasion they're not choosing wine for currently if they view it as more of a food pairing.

SAMPLE SLIDE  
Source: CGA Wine Insight Report





# 46%

Of consumers are likely to pay more for a better quality drink when out in the On Premise for a special occasion

23% of those who are unlikely pay more

SAMPLE SLIDE  
Source: Cost of Living Wine Report



# Why should you trust OPUS?



**Proven track record:** OPUS has a long history of delivering valuable On Premise insights based on general channel interactions, showcasing its reliability and effectiveness.



**Comprehensive survey refinement:** OPUS has refined its surveys and developed a deep understanding of the On Premise market, enabling it to provide answers to almost all On Premise insights questions at a syndicated cost, making it a cost-effective solution.



**Global and local client satisfaction:** OPUS is highly utilized, trusted and cherished by clients worldwide, demonstrating its effectiveness in both global and local On Premise strategies.





# Why CGA?



**On Premise specialisation:** CGA's expertise in the On Premise sector is crucial for unlocking insights that truly make a difference. Generic insights are not valuable in this unique sector, and CGA's specialization ensures the relevance and impact of the insights provided.



**Comprehensive understanding of the market:** CGA's OPUS offers a complete and specialist view of the On Premise market. By analysing consumer behaviour, category trends, venue types, brands, and occasions, it provides a comprehensive understanding that can be utilised by various teams within a business, from Field Sales to Category Development.



**Built by On Premise experts:** CGA's team consists of On Premise consumer research specialists who possess in-depth knowledge and understanding of the sector. They employ world-leading research techniques and leverage their expertise to deliver clear, actionable, and robust insights.

# Investment

Price of full report

€6,000

Quick delivery

This report is now available to purchase

PowerPoint presentation

Full results derived in PowerPoint format, for customization.

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

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**Contact Us**

For more information and to  
purchase the report, please  
contact:

**Julien Veyron**, Client  
Solutions Director - France  
[Julien.Veyron@nielseniq.com](mailto:Julien.Veyron@nielseniq.com)

**Charlie Mitchell**, Research &  
Insight Director  
[Charlie.Mitchell@nielseniq.com](mailto:Charlie.Mitchell@nielseniq.com).