

Italy Wine Report

Unveiling opportunities in the Italian On Premise and HORECA channels



Unlock essential insights for succeeding in the wine category

CGA by NIQ's On Premise Wine Report uses OPUS and REACH data to uncover the vast potential of the wine market in the Italian On Premise and HORECA channels.

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

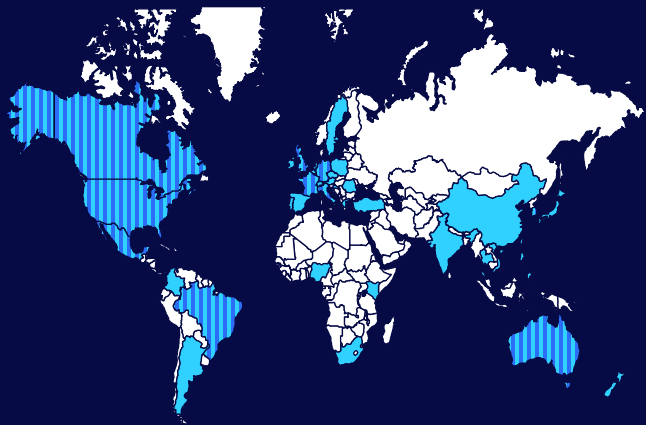
By investigating variations in consumer behaviour and market dynamics across different regions in Italy, this report is a powerful tool for any supplier, operator, or manufacturer looking to gain a competitive edge with wine in the On Premise channel in 2023 and beyond.



Insights into the Italian Wine Landscape: European and National Perspectives

By combining REACH and OPUS, we provide insights into the current wine landscape from both a European and national perspective, capturing global trends alongside detailed local consumer preferences and behaviors

REACH methodology



Global insight from 38 countries, 30,000 On Premise consumers, 600 operators and a selection of bartenders across the globe

15-minute online survey with On Premise users, nationally representative of age, gender and region*

Consumer research conducted in:

- | | | |
|-----------|----------------------|--------------|
| Argentina | Greece | Portugal |
| Australia | Hong Kong | Romania |
| Austria | India | South Africa |
| Belgium | Ireland (ROI and NI) | South Korea |
| Brazil | Italy | Spain |
| Canada | Japan | Sweden |
| China | Kenya | Switzerland |
| Colombia | Mexico | Taiwan |
| Croatia | Netherlands | Thailand |
| Czechia | New Zealand | Turkey |
| France | Nigeria | US |
| GB | Philippines | Vietnam |
| Germany | Poland | |

OPUS methodology



An online survey of over 5,000 nationally representative Italian On Premise consumers that explores habits, preferences by venue and occasion, and how consumers interact with the market

Those eligible for the survey were of legal drinking age and typically visit the On Premise at least once every 3 months

The sample is nationally representative on age, gender and state

Survey in field January 2024

All respondents were of legal drinking age (18+).

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 Italy to identify relevant market variations.



The report will enable you to...

- + 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.



46%

dei consumatori in Italia bevono vino nell'Horeca

+6pp vs YA

Source: CGA by NIQ OPUS Italy December 2023, October 2022, sample size: 5005-5025

NIQ



Example Output

Nonostante la crisi del costo della vita, i consumatori di vino continuano a frequentare attivamente i locali e a dare priorità alle uscite

48%

dei consumatori di vino concordano sul fatto che mangiare e bere fuori sia un'attività fondamentale per loro

69%

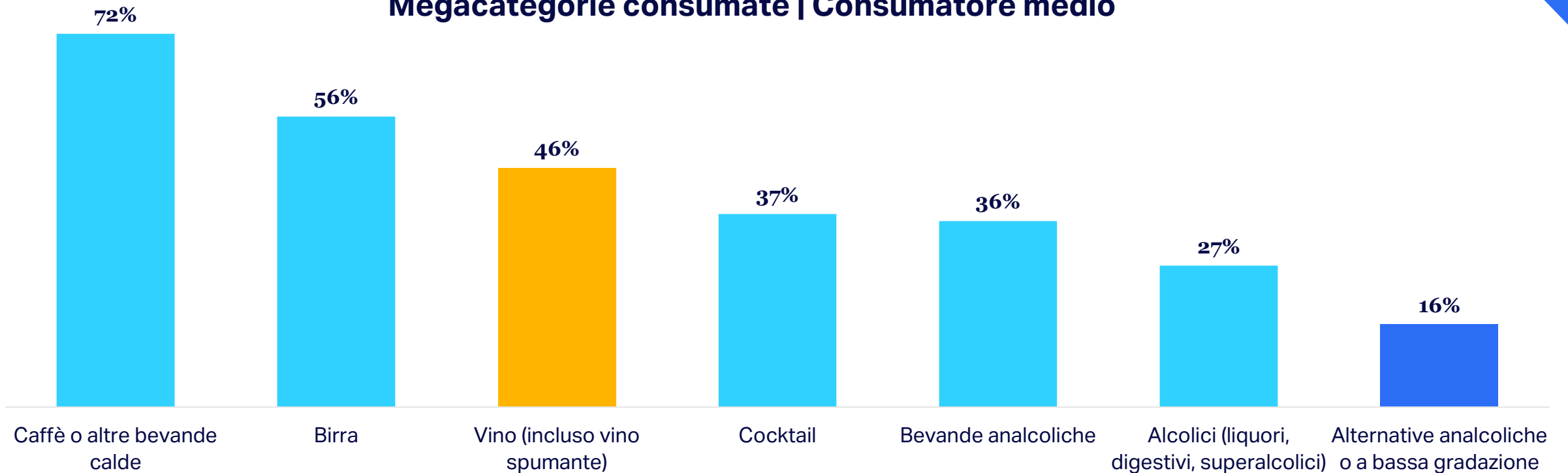
dei consumatori di vino stanno uscendo con la stessa frequenza o più spesso rispetto a 3 mesi fa

72%

dei consumatori di vino stanno spendendo nell'horeca la stessa cifra o di più rispetto a 3 mesi fa

Nonostante sia la categoria NoLo al momento meno consumata, il vino no/low in Italia è in crescita in linea con la tendenza globale, con un significativo aumento di 4 punti percentuali rispetto all'anno passato

Megacategorie consumate | Consumatore medio



Source: CGA by NIQ OPUS Italy December 2023, October 2022, sample size: 5045

Why CGA?



On Premise specialization: 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 specialisation 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

This report is now available to purchase

Price of the full report: **€4.900**

What will you receive?

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





Contact Us

To learn more or to speak to a member of the team, please feel free to get in touch:



Luca Gerosa

Industry Sales Leader-Italy
luca.gerosa@nielseniq.com



Eleonora Formisano

Client Business Partner-Wine Italy
eleonora.formisano@nielseniq.com