

## Still, Sparkling and Fortified Wine - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The scope to increase value sales is limited by the heavy promotional activity that is both accepted and expected by shoppers. Therefore, other avenues such as clearer information about the differences between more and less expensive wines and the opportunity to sample wines before buying may be better placed to help limit the perception of risk and drive uptake.”  
 – Colette Warren, Food and Drink Analyst

### This report looks at the following areas:

- Brands and retailers need to give people the confidence to trade up
- Engaging consumers who are conscious about alcohol content
- How can operators help consumers navigate the wine aisle?

NPD such as fruit-flavoured wines is helping to maintain consumer engagement with the market and helping to combat competition from other drinks. However, many wine buyers are limiting their consumption of wine due to concerns about alcohol and sugar content, as well as due to rising prices. Sparkling wines such as Prosecco in particular are enjoying a continued period of growth on the back of their improved reputations for high quality. Champagne has experienced the most severe decline in value sales, and is predicted to continue seeing value sales slide in the coming years, as it continues to lose out on ‘share of throat’ to the increasingly competitive sparkling segment.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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##### The facts

##### The implications

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**Wine producers get creative with helping consumers navigate the wine aisle**

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Social commerce for the empowered customer  
Refillable wine

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Brand communication and promotion

## Brand Communication and Promotion

Key points

Adspend declines, as big four grocers and leading brands reduce spend

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Branded wine enjoys a strong image for consistent quality and gifting

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Less than a third find wine easy to choose

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More scope to explore fruit-infused wines

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