

Still, Sparkling and Fortified Wine - UK - October 2017

Report Price: £1995.00 | \$2672.70 | €2262.13

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“There is clear consumer interest in seeing more wines from regions such as Eastern Europe and Asia. Operators may also benefit by tapping into interest in other formats like cans and pouches which are becoming more credible alternatives to bottles.”

– **Kiti Soininen, Category Director, Food and Drink**

This report looks at the following areas:

- A role for pricing transparency to convince consumers to trade up to higher priced wines
- Embracing packaging formats other than bottle
- Exploring new regions

The market has seen mixed performances from different segments in recent years, with sparkling wine a star performer. Prosecco continues to drive growth in the market but is at risk of commoditisation as more than half of sparkling wine buyers are unprepared to break the £10 mark on these drinks. Champagne has retained its prestigious image but sales are declining as consumers’ financial confidence has been checked.

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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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Almost half of wine buyers are interested in English wines

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