

## Still, Sparkling and Fortified Wine - UK - September 2013

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

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*"Rather than trying to compete with standard strength wines, the lower-alcohol category may be better placed to promote its accessibility to younger consumers and target drinking occasions which have driven growth in categories such as cider."*

– Chris Wisson, Senior Drinks Analyst

### This report looks at the following areas:

- Can wines compete with drinks such as cider?
- Who looks set to win in the sparkling wine battleground in the coming years?
- How can fortified wines move with the times?
- How can operators tap into wine drinkers' thirst for knowledge?

Still wine remains the engine room of the market, although rising prices mean that consumers are making fewer purchases, contributing to stagnating volume sales. Nevertheless, the growth of wines in the £7.50 to £10 a bottle price range indicates that encouraging trading up is possible.

With screw caps and box wine now reaching mainstream acceptance, one of the next obstacles for wine operators to overcome will be in driving sales of lower-alcohol options. While sales of these wines are in strong growth, many drinkers continue to be deterred by perceptions of being inferior, a considerable barrier in terms of enticing new users.

Meanwhile Champagne continues to struggle in the face of increasing competition from sparkling wines such as Prosecco and Cava. The increasing credibility and quality of these drinks, often coupled with an accompanying saving on price, means that increasing numbers of drinkers are switching and celebrating special occasions with sparkling wines other than Champagne. Fortified wine remains a relatively low profile category, which continues to show steady annual growth in value terms and a widening appeal to younger age groups such as 25-34-year-olds.

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