

Rosé Wine - UK - October 2010

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What is this report about?

Rosé has enjoyed considerable success over the past five years, sales breaking the £1 billion barrier in 2010, with Mintel forecasting that the market will double in value over the next five years. The market has benefited from attracting existing wine consumers not only through better quality imports but also by attracting new drinkers from outside the wine category. These atypical wine drinkers are primarily young C2DE women who enjoy sweet-tasting rosé as an alternative to the likes of alcopops and liqueurs.

This report identifies areas which the rosé market can exploit further, namely developing sales through the impulse market, better branding, and more food-matching.

What have we found out?

- Rosé has recently hit the £1 billion barrier and Mintel forecasts that it will continue to grow its share of the total wine market over the next five years, at the expense of red and white wine.
- Dual rather than blanket targeting is key to maximising rosé sales, with better quality rosés attracting existing, affluent wine drinkers, while sweeter-tasting versions attract consumers from outside the wine category, who are typically younger and of more modest means.
- Packaging innovations such as rosé in a can or ready-to-serve glass, can help target this new breed of younger wine drinker, who are more interested in smaller formats than the traditional 75cl bottle.
- Producers should focus on rosé's freshness in order to tap into the 5 million rosé drinkers, that view this as an important factor in choosing which wine to buy.
- While rosé is associated with summers, Mintel's analysis shows that it is now drunk all-year-round and distribution and marketing strategies should reflect this.
- Older, more traditional wine consumers see rosé as third in their repertoire of wines but this attitude can be changed through a greater focus on food matching.

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