A division of the IWSR Group

Opportunities in Alternative Wine 2022

Contents

Wine Intelligence Viewpoint

The alternative wine sector remains one with strong potential rather than real traction, with its consumption remaining a small proportion of wine overall.

However, the Opportunities in Alternative Wine 2022 report reveals many reasons for optimism: natural and organic wine categories are pushing into the mainstream, with China showing big potential for long-term growth.

Despite sustainability in general being considered important by around half of all regular wine drinker, fewer than one in five are engaged in the sustainable and alternative wine category.

The good news is that a rising tide of positive sentiment about alternative wines in general is starting to translate into changing behaviour in the wine category.

The Wine Intelligence Alternative Wines Opportunity Index is showing gains across the board.

More consumers are understanding natural wines, leading to its inclusion it in the Opportunity Index for the first time, where it comes in at #1.

What sets natural wine apart from many other 'sustainable' wine products is that its fundamental attraction is intrinsic – the taste profile.

Organic wines are also building their audience, but purchase motivation is more likely to be extrinsic – perceptions of the category as an ethical or sustainable choice.

Other alternative and sustainable sub-categories are also improving, but from a low base. Cannabis-infused wine products have a limited audience for now.

Opportunities

- Growing interest in alternative and sustainable wines
- Natural wine going mainstream, led by taste affinity
- Organic wine broadening availability and usage
- Wider societal trends towards wellness and provenance
- Chinese consumers

Threats

- Lack of consumer connection between sustainability in general and within wine category
- Lack of understanding of sub-categories
- Wider cost-of-living issues reducing demand

Management Summary

Opportunities in Alternative Wine

2022

Management Summary

Key takeaways

1. More than half of wine consumers are motivated by sustainability

These consumers tend to be Millennials and higher-income, with a greater interest in alternative wines

2. Interest in alternative wines is growing but still relatively low

Between 10% and 20% of regular wine drinkers in core markets are highly engaged with alternative wines

3. Natural wine tops Opportunity Index

The category tops the index in the first year it is included; health metrics have grown across many core markets

4. Opportunities are growing for alternative wines in general

Most types of alternative wines have increased their opportunity index score

5. Organic wine sees consistent volume growth

Volumes of organic wine sold in tracked markets has grown, albeit from an often low base

6. Opportunities in China

China ranks highly in individual alternative wine opportunity indexes, suggesting it is a market to watch

7. Interest in cannabis-infused wine remains subdued in US and Canada

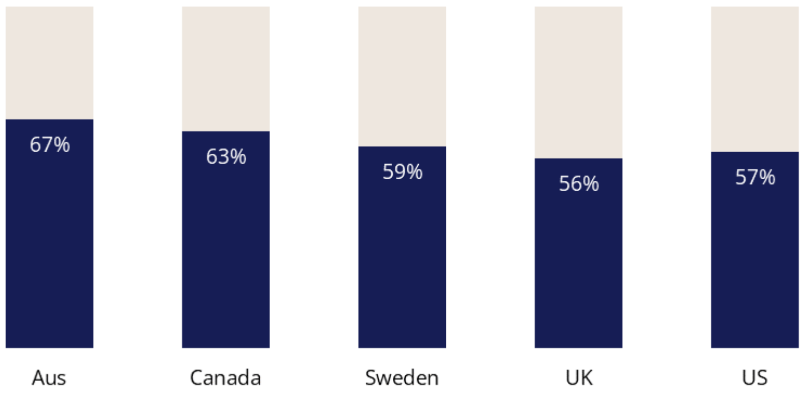
In markets where it is legal, cannabis-infused wine products are yet to gain significant traction, despite a growing market for other cannabis products

1. More than half of wine consumers are motivated by sustainability

Those with a high connection to sustainability* make up over 50% of the total regular wine drinking population in core markets; they are significantly more likely to be young, higher-income and more engaged with alternative wines.

In tracked core markets, alignment with core sustainability concepts is either rising or stable, suggesting this is a growing demographic globally.

Proportion of regular wine drinkers (RWDs) in core markets with a high connection to sustainability



*High connection to sustainability is defined as those who **agree or agree strongly with five or more statements about sustainability**

RWDs with high connection to sustainability are more likely to be:

- Millennials
- Higher-income
- More engaged with alternative wines

Tracked agreement with sustainability statements

	Australia		Canada		Sweden		UK		USA	
	2021 (n=1,000)	vs '20	2021 (n=1,834)	vs '20	2021 (n=1,000)	vs '20	2021 (n=1,000)	vs '20	2021 (n=2,000)	vs '20
Base = All regular wine drinkers										
I am willing to pay more for a product that is sustainably produced	**49%**	↑	**42%**	↑	**42%**	→	**38%**	→	**41%**	→
I always buy sustainable products where possible	**50%**	↑	**39%**	↑	**41%**	→	**39%**	→	**39%**	→

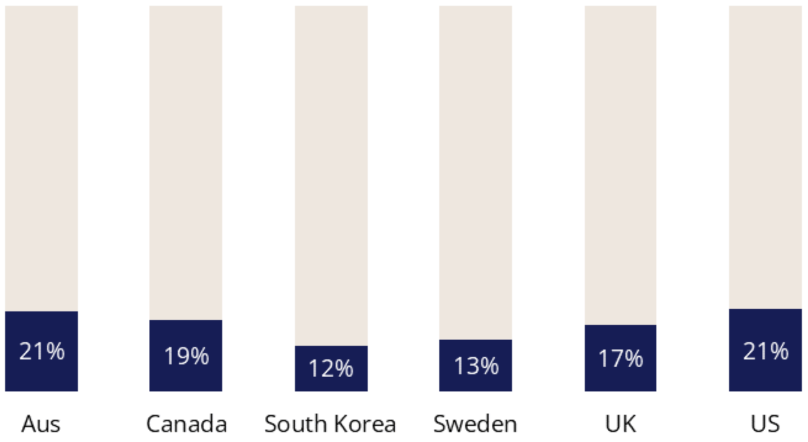
Source: Base = 6,834 regular wine drinkers from Australia, Canada, Sweden, UK and US
Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n≤ 6,834), global regular wine drinkers

2. Interest in alternative wines is growing but is still relatively low

The proportion of RWDs with a high connection to alternative wines* is significantly lower than those with a connection to sustainability in general – typically 10-20% of a given market.

This points to a significant untapped market of sustainably minded consumers who may be interested in alternative wines, but are not currently aware of or buying them.

Proportion of RWDs in core markets that have a high connection to sustainability in wine choices



*High connection to alternative wines is defined as those who **purchase more than the average number of alternative wine types for each market**

RWDs with high connection to alternative wines are more likely to be:

- Gen Z / Millennials
- Males
- Higher-income
- Urban
- Have a more diverse alcoholic beverage repertoire
- In agreement with statements about sustainability

Base = 7,837 regular wine drinkers from Australia, Canada, South Korea, Sweden, UK and US
Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 7,837), global regular wine drinkers

3. Natural wine tops Global Opportunity Index

Natural wine takes the number-one slot in the 2022 Global Opportunity Index, the first year it has been included.

Wine Intelligence research shows that people are more aware of what natural wine is, suggesting the category is coming of age and reaching towards the mainstream.

A big difference from other alternative wines is that RWDs connect natural wine with better quality / taste.

		2022 Opportunity Index Score	Change vs 2020*
1	Natural wine	52.9	5.6 ↑

Natural wine in core markets

	Australia		Canada		South Korea		Sweden		UK		USA	
	2021	vs '19	2021	vs '19	2021	vs '19	2021	vs '19	2021	vs '19	2021	vs '19
Base = All regular wine drinkers	(n=1,000)		(n=1,834)		(n=1,501)		(n=1,000)		(n=1,000)		(n=2,000)	
Awareness	26%	→	26%	↑	26%	n/a	32%	↑	20%	↑	30%	↓
Purchase	13%	→	12%	↑	10%	n/a	10%	↑	7%	↑	16%	→
Base = Those who have heard of natural wine												
Conversion	49%	→	47%	↑	41%	n/a	31%	→	37%	↑	53%	↑
Consideration	73%	↑	64%	→	61%	n/a	62%	→	61%	→	74%	→
Affinity	69%	↑	62%	→	55%	n/a	60%	→	60%	→	73%	→

*2020 index used data from 2019 wave

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n≤ 17,837), Global regular wine drinkers

4. Opportunities are growing for alternative wines in general

The Opportunity Index scores for a wide range of other alternative wines are also growing; carbon-neutral, biodynamic and vegetarian wine have recorded notably large score increases from the 2020 index. However, the whole alternative wine sector remains one with strong potential rather than real traction

Global Alternative Wine Opportunity Index 2022

		2022 opportunity index	Score change 2022 vs 2020	Rank difference 2022 vs 2020
1	Natural wine	52.9	5.6	n/a
2	Organic wine	49.4	1.4	-1 ↓
3	Sustainably produced wine	45.4	1.2	-1 ↓
4	Environmentally friendly wine	43.3	2.4	=
5	Fairtrade wine	39.7	-1.6	-2 ↓
6	Preservative free wine	38.9	-0.1	1 ↑
7	Wine from a carbon-neutral winery	37.0	4.3	=
8	Sulphite free wine	35.0	-1.9	-2 ↓
9	Pet Nat (Petillant Naturel)	33.1	n/a	n/a
10	Biodynamic wine	31.8	3.3	=
11	Orange / skin contact wine	31.6	0.9	=
12	Vegetarian wine	27.7	7.5	1 ↑
13	Vegan wine	27.4	1.9	-1 ↓

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n≤ 17,837), Global regular wine drinkers

5. Organic wine sees consistent volume growth

Organic wine has since 2015 recorded significant growth by volume in most markets; this was especially true in Australia, New Zealand and Ireland. However, this is from a low base, with organic wine making up less than 10% of total volume in all markets except Sweden.

Consumer connection with organic wines has remained broadly stable from 2020, with RWDs still more likely to consider organic wine as expensive.

Organic wine volume (000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Organic wine in core markets

	Australia		Canada		South Korea		Sweden		UK		USA	
	2021	vs '19	2021	vs '19	2021	vs '19	2021	vs '19	2021	vs '19	2021	vs '19
Base = All regular wine drinkers	(n=1,000)		(n=1,834)		(n=1,501)		(n=1,000)		(n=1,000)		(n=2,000)	
Awareness	42%	↓	50%	↑	50%	n/a	80%	→	60%	↑	42%	↓
Purchase	10%	→	14%	↑	19%	n/a	34%	→	8%	↑	13%	→
Base = Those who have heard of organic wine												
Conversion	23%	→	28%	↑	38%	n/a	43%	→	14%	→	31%	→
Consideration	51%	→	62%	↑	63%	n/a	67%	→	51%	→	66%	→
Affinity	47%	→	51%	→	57%	n/a	64%	→	43%	→	59%	→

Source: IWSR

Base = 7,837 regular wine drinkers from Australia, Canada, South Korea, Sweden, UK and US

Source: Wine Intelligence, Vinitrac®, Mar19', Oct '21, (n≤ 7,837), global regular wine drinkers

6. Opportunities in China

China is a market to watch for alternative wines. It has entered our opportunity indexes for organic, sustainably produced and nature wines in first and second place.

Chinese wine drinkers are more likely to be affluent, on-trend and seeking healthy and wellbeing-enhancing food and drink options generally.

2022 Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n ≤17,837), Global regular wine drinkers

7. Interest in cannabis-infused wine remains subdued in US and Canada

In the markets where it is legal, around one-third of RWDs use cannabis products consider them a good alternative to alcoholic beverages.

However, this has not translated into significant interest in cannabis-infused wine products. For now, awareness and purchase rates remain low.

Agreement with the following cannabis-related statements

	Canada		USA	
	2021 (n=1,834)	vs '20	2021 (n=2,000)	vs '20
I am using cannabis products	31%	↑	31%	→
I think cannabis products are a good alternative to alcoholic beverages	30%	↑	34%	→

Cannabis-infused wine product health metrics

	Canada		USA	
Base = All regular wine drinkers	2021 (n=1,834)	vs '20	2021 (n=2,000)	vs '20
Awareness	11%	→	13%	→
Purchase	2%	→	4%	→
Base = Those who have heard of cannabis infused wine				
Conversion	21%	→	33%	↑
Consideration	57%	→	62%	→
Affinity	52%	→	57%	→

Base = All US regular wine drinkers (n=2,000), All Canadian regular wine drinkers (n≥1,013

↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n=2,000), US regular wine drinkers

Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n≥1,013), Canadian regular wine drinkers

Global Summary

Opportunities in Alternative Wine

2022

Alternative wine market sizing

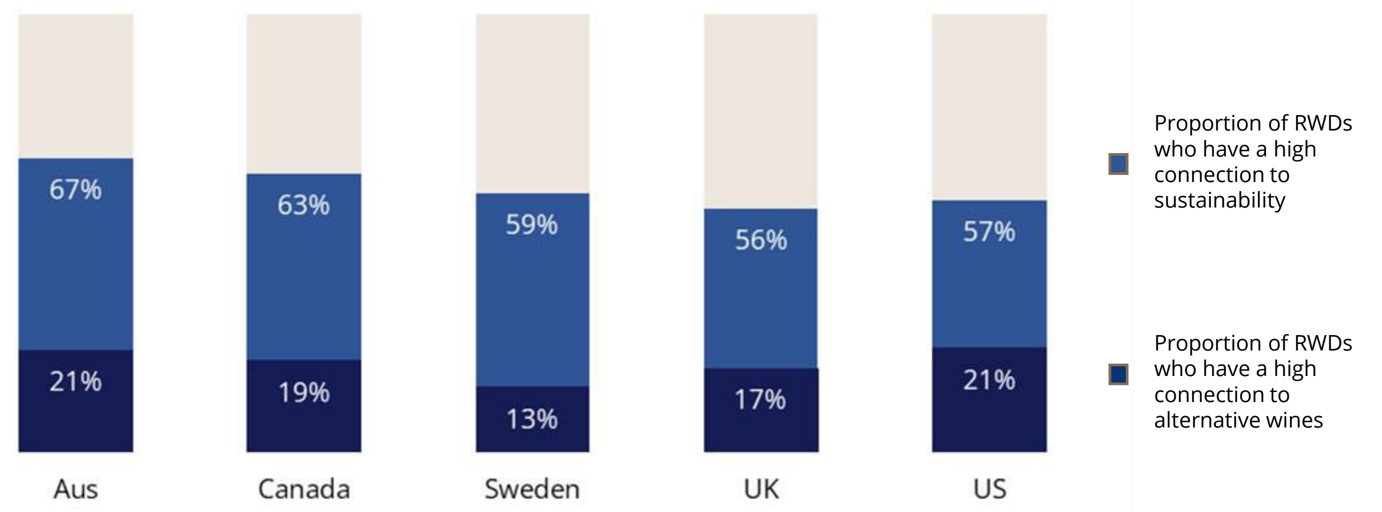
Some 10-20% of RWDs in core global markets have a high connection to alternative wines*; more than half have a strong connection to sustainability†

The high crossover in demographics of sustainably minded consumers and those engaged with alternative wines suggests significant opportunities for growth

*High connection to alternative wine is defined as those who **purchase more than the average number of alternative wine types for each market**

† High connection to sustainability is defined as those who **agree or agree strongly with 5+ sustainability statements**

Proportion of RWDs with a high connection to alternative wine and sustainability



Base = 6,834 regular wine drinkers from Australia, Canada, Sweden, UK and US
Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 6,834), Global regular wine drinkers

Attitudes towards sustainability in general

Around half of global wine consumers seek to buy sustainable products in general and are willing to pay more. Drinkers in Canada, Sweden, UK and US tend to be relatively more sceptical: proportions here drop to around 40%

Attitudes towards sustainability

% who agree with each of the below statements

General sustainability attitudes	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
I worry about climate change and try to minimise my personal impact	66%	64%	68%	58%	62%	58%
I expect the brands I buy to support social causes	54%	53%	43%	44%	38%	39%
I always buy sustainable products where possible	49%	50%	39%	41%	39%	39%
I am willing to pay more for a product that is sustainably produced	47%	49%	42%	42%	38%	41%
I am willing to give up convenience in return for a product that is sustainably produced	47%	47%	42%	38%	40%	40%

Sustainability is important for around four in 10 consumers in developed markets

Attitudes to sustainable food	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
I try to buy food that is grown or produced locally (in the region where I live)	57%	64%	65%	55%	49%	58%
I actively eat more / exclusively vegetarian or vegan food	27%	37%	29%	25%	29%	30%

Note the focus on local in Australia, Canada and US

For consistency, global weighted averages on this slide are calculated using only markets with a base of **regular wine drinkers (RWDs)**

Base = Global regular wine drinkers (n=12,840), weighted by adult regular wine drinking population
Green / red: Statistically significantly higher / lower than all global regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=12,840), Global regular wine drinkers drawn from Argentina, Australia, Brazil, Canada, Germany, Ireland, NZ, Portugal, Sweden, UK, US

Attitudes towards sustainability in wine

Attitudes to sustainability in wine mirror general attitudes, with a around one-third of consumers in key wine consumption markets actively seeking to buy sustainable wines, compared with 43% of global wine drinkers

Attitudes towards sustainability in wine

% who agree with each of the following statements

Attitudes to sustainable wine	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
Sustainable wine has less chemicals than other wine	57%	54%	45%	43%	41%	49%
I only trust the sustainability of wines if they have official certification	56%	54%	46%	46%	43%	42%
Wine is a more sustainable product compared with other drinks	51%	51%	43%	29%	36%	45%
I'm willing to pay more for sustainable wine	44%	46%	37%	41%	35%	39%
I will always buy sustainable wines when given the choice	43%	44%	34%	35%	28%	34%
Sustainable wine is always organically produced	41%	42%	29%	29%	25%	32%

Wine packaging and sustainability	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
Glass wine bottles are a sustainable form of wine packaging	59%	68%	60%	50%	62%	56%
Wine in a bag-in-box is a sustainable form of wine packaging	37%	41%	37%	38%	33%	38%

Note that the majority of drinkers still consider glass bottles sustainable

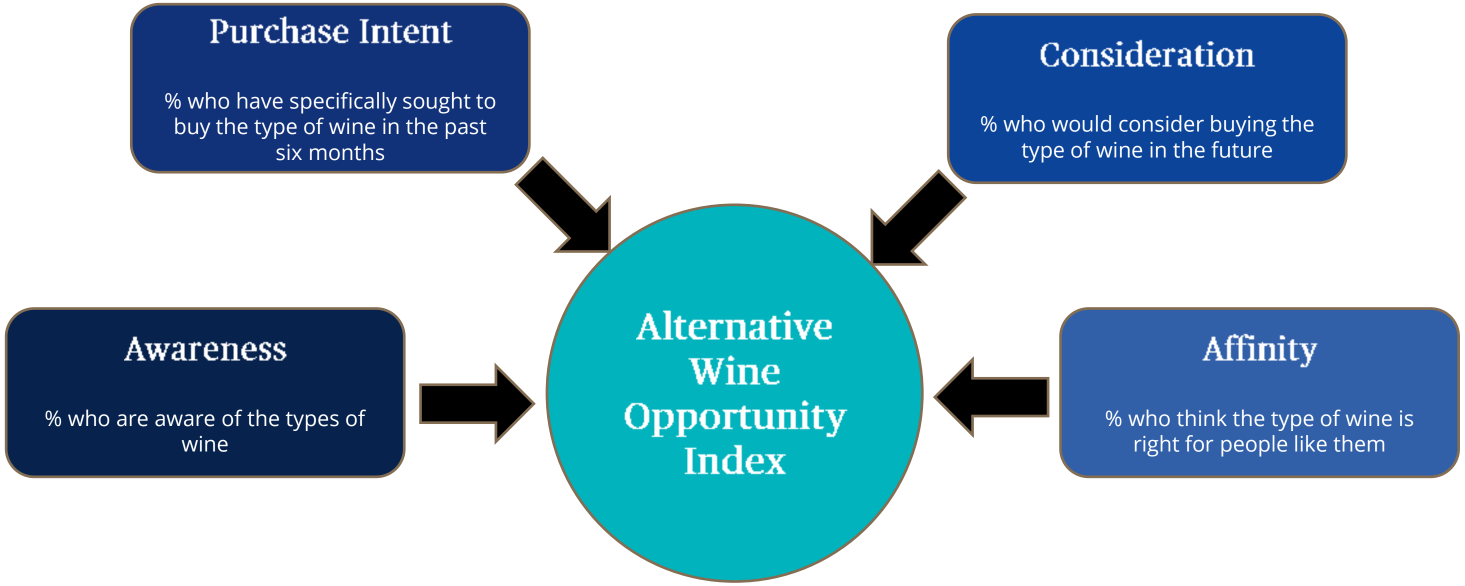
For consistency, global weighted averages on this slide are calculated using only markets with a base of **regular wine drinkers (RWDs)**

Base = Global regular wine drinkers (n=12,840), weighted by adult regular wine drinking population
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=12,840), Global regular wine drinkers drawn from Argentina, Australia, Brazil, Canada, Germany, Ireland, NZ, Portugal, Sweden, UK, US

Calculating the Alternative Wine Opportunity Index

Using four measures (awareness, intent to purchase, purchase consideration and affinity), an index is created to show which alternative wine types have the strongest market opportunities

The index is weighted to reflect the size of the wine drinking population in each market, enabling the Alternative Wine Opportunity Index to be reflective of the global market opportunity



Alternative Wine Opportunity Index 2022 by wine type

Natural wine tops the Global Opportunity Index for alternative wines, with organic wine a close second

Global Alternative Wine Opportunity Index 2022

		2022 opportunity index	Score change 2022 vs 2020	Rank difference 2022 vs 2020
1	Natural wine	52.9	5.6	n/a
2	Organic wine	49.4	1.4	-1↓
3	Sustainably produced wine	45.4	1.2	-1↓
4	Environmentally friendly wine	43.3	2.4	=
5	Fairtrade wine	39.7	-1.6	-2↓
6	Preservative free wine	38.9	-0.1	1↑
7	Wine from a carbon-neutral winery	37.0	4.3	=
8	Sulphite free wine	35.0	-1.9	-2↓
9	Pet Nat (Petillant Naturel)	33.1	n/a	n/a
10	Biodynamic wine	31.8	3.3	=
11	Orange / skin contact wine	31.6	0.9	=
12	Vegetarian wine	27.7	7.5	1↑
13	Vegan wine	27.4	1.9	-1↓

Top four wine types all show increase in Opportunity Index scores since 2020

Natural wine ranking for 2020 not available as the category was not included in the previous index. The Wine Intelligence view at the time was that there was some consumer confusion as to what 'natural' wine actually was. In the past two years, ongoing research suggests that category understanding has grown to a point where it should be treated the same as other alternative wines.

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n≤ 17,837), Global regular wine drinkers

Alternative Wine Opportunity Index market comparison

Opportunity Index hierarchy shows some variations by market, with organic wine stronger in Sweden and South Korea, and sulphite-free wine performing better in US and Canada

Global alternative wine opportunity index 2022: Core market comparison

		2022 global opportunity index (n=17,832)	Australia (n=1,000)	Canada (n=1,834)	South Korea (n=1,501)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
1	Natural wine	52.9	50.7	46.6	42.8	44.7	41.6	53.9
2	Organic wine	49.4	41.1	47.5	51.6	65.8	44.2	48.5
3	Sustainably produced wine	45.4	42.7	43.0	40.1	46.4	44.9	42.9
4	Environmentally friendly wine	43.3	39.4	37.0	47.2	41.5	42.2	42.9
5	Fairtrade wine	39.7	35.2	36.4	36.3	48.7	52.7	38.6
6	Preservative free wine	38.9	39.0	35.8	30.8	34.5	28.7	38.0
7	Wine from a carbon-neutral winery	37.0	36.3	35.1	32.5	32.3	33.4	38.4
8	Sulphite free wine	35.0	34.6	37.2	30.3	31.3	32.1	37.5
9	Pet Nat (Petillant Naturel)	33.1	30.5	30.1	23.6	26.2	21.9	32.5
10	Biodynamic wine	31.8	33.8	27.8	31.0	30.9	26.4	33.7
11	Orange / skin contact wine	31.6	27.2	28.2	28.9	27.1	30.9	33.6
12	Vegetarian wine	27.7	28.9	24.5	22.2	21.3	25.1	30.3
13	Vegan wine	27.4	27.5	25.1	26.4	26.3	27.8	26.6

Organic wine has relatively more opportunity in Sweden and South Korea

The US offers relatively more opportunity for sulphite free and orange wine

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population

Green / red: +2 or -2 index score compared to global average

Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 17,837), Global regular wine drinkers

Total market share: Organic wine

Germany consumes the largest quantity of organic wine, followed by the UK and US; a quarter of all wine consumed in Sweden is organic – the highest proportion by some distance

The US and UK are showing double-digit CAGR from 2015 to 2020, while Australia, Ireland and New Zealand have also seen significant growth, albeit from smaller bases

Total organic wine market share

(000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine is as defined in each market

Organic Wine Opportunity Index

Leading organic wine markets such as Sweden, Germany and the UK have all seen their Organic Wine Opportunity Index scores grow in 2022 versus 2020

Canada, South Korea and New Zealand are also showing increases in index scores, though in these markets organic wine volumes remain low

Global Organic Wine Opportunity Index

		2022 opportunity index	Score change 2022 vs 2020	Rank difference 2022 vs 2020
1	China	66.9	n/a	n/a
2	Sweden	65.8	1.4	=
3	Germany	54.2	5.5	2↑
4	South Korea	51.6	n/a	n/a
5	Japan	50.0	-0.3	-1↓
6	Ireland	48.9	n/a	n/a
7	US	48.5	-2.9	-4↓
8	Canada	47.5	4.6	1↑
9	Hong Kong	47.3	2.8	-1↓
10	Brazil	46.9	n/a	n/a
11	Singapore	45.0	3.1	=
12	UK	44.2	4.7	1↑
13	Argentina	43.2	n/a	n/a
14	New Zealand	42.9	1.7	-2↓
15	Australia	41.1	-0.9	-5↓
16	Portugal	28.9	-7.2	-1↓

Chinese consumer enthusiasm for the concept of organic wine arises from a broader cultural context of avoiding chemicals and additives in food and drink

Germany is already the largest market for organic wine in the world, and the increase in the Opportunity Index suggests more growth is possible

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n ≤17,837), Global regular wine drinkers

Sustainably Produced Wine Opportunity Index

Germany and Sweden offer the strongest opportunities for sustainably produced wines among mature markets

UK and Australia are also showing increases, while the opportunity index in the US has declined

Sustainably Produced Wine Opportunity Index

		2022 opportunity index	Score change 2022 vs 2020	Rank difference 2022 vs 2020
1	Brazil	54.7	n/a	n/a
2	China	54.0	n/a	n/a
3	Germany	51.3	4.1	-2
4=	Argentina	46.4	n/a	n/a
4=	Sweden	46.4	2.2	3
6	Singapore	45.3	0.6	n/a
7	UK	44.9	8.8	7
8	Portugal	43.7	-2.4	-4
9=	Canada	43.0	2.8	=
9=	Ireland	43.0	n/a	n/a
11	US	42.9	-4.0	-8
12	Australia	42.7	4.2	=
13	New Zealand	41.1	1.9	-3
14	South Korea	40.1	n/a	n/a
15	Hong Kong	39.4	5.7	1
16	Japan	31.7	-9.9	-8

Brazil and China both have relatively younger and more experimental wine drinking populations

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n≤7,837), Global regular wine drinkers

Natural Wine Opportunity Index

Brazil and China top the Natural Wine Opportunity Index, with Singapore showing a notable increase in rating; the wine drinking population in all three markets is generally younger and more open to discovery compared with mature markets

Wine-producing countries such as Portugal, Australia, New Zealand and Canada are also showing growth

Natural Wine Opportunity Index

		2022 opportunity index	Score change 2022 vs 2020
1	Brazil	64.5	n/a
2	China	62.2	-2.0
3	Argentina	59.4	n/a
4	Hong Kong	58.7	-0.9
5	Singapore	57.6	3.8
6	US	53.9	-1.0
7	Portugal	51.3	3.0
8	Australia	50.7	7.0
9	New Zealand	47.4	1.8
10	Canada	46.6	5.8
11	Japan	45.2	7.2
12=	Ireland	44.7	n/a
12=	Sweden	44.7	5.7
14	South Korea	42.8	n/a
15	UK	41.6	n/a
16	Germany	40.8	4.9

The concept of natural wine seems to responate well in Asian markets

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Natural wine ranking for 2020 not available as the category was not included in the previous index. The Wine Intelligence view at the time was that there was some consumer confusion as to what 'natural' wine actually was. In the past two years, ongoing research suggests that category understanding has grown to a point where it should be treated the same as other alternative wines.

Base = All global wine drinkers from Australia, Argentina, Brazil, Canada, China, Germany, Hong Kong, Ireland, Japan, New Zealand, Portugal, South Korea, Singapore, Sweden, UK, US (n=17,837), weighted by adult regular/ imported wine drinking population

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '21, (n≤7,837), Global regular wine drinkers

Alternative wine associations

Organic wine is generally considered more expensive; natural wine is more likely to be considered better-tasting

Alternative wine associations

% who associate alternative wines with the following statements

	Organic Wine (n=12,840)	Natural Wine (n=12,840)	Sustainable Wine (n=12,840)
More environmentally friendly	33%	24%	40%
More expensive	36%	23%	27%
Made with fewer chemical additives	33%	31%	20%
More ethically responsible	24%	19%	35%
Less processed	25%	30%	17%
Better for my health	28%	27%	16%
Higher quality	21%	23%	15%
Better tasting	15%	24%	13%
Better with food	12%	19%	11%
More prestigious	15%	14%	11%
Less likely to give me a hangover	13%	15%	9%
Better value for money	10%	16%	11%
Worse tasting	9%	6%	8%
None of these	17%	18%	18%

For consistency, global weighted averages on this slide are calculated using only markets with a base of **regular wine drinkers**

Base = Global regular wine drinkers from Argentina, Australia, Brazil, Canada, Germany, Ireland, NZ, Portugal, Sweden, UK, US (n=12,840), weighted by adult regular wine drinking population

Green = Relative strength within each wine type; Red = Relative weakness within each wine type

Source: Wine Intelligence, Vinitrac®, Oct '21, (n=12,840), Global regular wine drinkers

Organic wine associations by key market

Globally, organic wine is seen as more expensive, but also better for health and the environment; RWDs in Sweden are more likely to consider it ethically responsible

Organic wine associations

% who associate alternative wines with the following statements

	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
More expensive	36%	30%	37%	31%	39%	33%
More environmentally friendly	33%	22%	27%	44%	33%	25%
Made with fewer chemical additives	33%	28%	34%	33%	38%	33%
Better for my health	28%	20%	26%	24%	20%	26%
Less processed	25%	23%	22%	16%	26%	22%
More ethically responsible	24%	20%	20%	27%	26%	20%
Higher quality	21%	16%	17%	19%	15%	19%
Better tasting	15%	13%	12%	15%	10%	14%
More prestigious	15%	15%	11%	13%	8%	11%
Less likely to give me a hangover	13%	12%	10%	8%	7%	12%
Better with food	12%	12%	10%	11%	7%	12%
Better value for money	10%	10%	9%	9%	4%	10%
Worse tasting	9%	11%	7%	7%	5%	9%
None of these	17%	17%	20%	19%	17%	20%

For consistency, global weighted averages on this slide are calculated using only markets with a base of **regular wine drinkers (RWDs)**

Base = Global regular wine drinkers (n=12,840), weighted by adult regular wine drinking population to get the global average
Green / red: Statistically significantly higher / lower than all global regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=12,840), Global regular wine drinkers from Argentina, Australia, Brazil, Canada, Germany, Ireland, NZ, Portugal, Sweden, UK, US

Natural wine associations

Natural wines are associated with less intervention and are seen as better for health; RWDs in Canada and the UK are more likely to consider them more expensive

Natural wine associations

% who associate alternative wines with the following statements

	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
Made with fewer chemical additives	31%	26%	31%	27%	33%	29%
Less processed	30%	26%	28%	22%	31%	25%
Better for my health	27%	23%	22%	19%	21%	23%
More environmentally friendly	24%	19%	21%	22%	24%	20%
Better tasting	24%	16%	17%	19%	12%	19%
Higher quality	23%	19%	17%	17%	12%	18%
More expensive	23%	23%	26%	20%	26%	23%
Better with food	19%	16%	13%	15%	10%	17%
More ethically responsible	19%	17%	18%	15%	19%	16%
Better value for money	16%	14%	12%	11%	8%	15%
Less likely to give me a hangover	15%	14%	12%	9%	9%	11%
More prestigious	14%	12%	11%	13%	7%	11%
Worse tasting	6%	8%	6%	7%	6%	6%
None of these	18%	18%	23%	28%	21%	21%

For consistency, global weighted averages on this slide are calculated using only markets with a base of **regular wine drinkers (RWDs)**

Base = Global regular wine drinkers (n=12,840), weighted by adult regular wine drinking population to get the global average

Green / red: Statistically significantly higher / lower than all global regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '21, (n=12,840), Global regular wine drinkers from Argentina, Australia, Brazil, Canada, Germany, Ireland, NZ, Portugal, Sweden, UK, US

Sustainable wine associations

Unsurprisingly, sustainable wine is seen as better for the environment; this is especially evident in the UK

Sustainable wine associations

% who associate alternative wines with the following statements

	Global average (n=12,840)	Australia (n=1,000)	Canada (n=1,834)	Sweden (n=1,000)	UK (n=1,000)	US (n=2,000)
More environmentally friendly	40%	33%	36%	34%	44%	33%
More ethically responsible	35%	28%	33%	24%	42%	29%
More expensive	27%	26%	28%	25%	28%	24%
Made with fewer chemical additives	20%	17%	16%	19%	17%	16%
Less processed	17%	13%	14%	12%	18%	16%
Better for my health	16%	14%	11%	12%	8%	14%
Higher quality	15%	14%	12%	15%	8%	14%
Better tasting	13%	12%	10%	10%	7%	11%
More prestigious	11%	11%	9%	13%	7%	11%
Better value for money	11%	12%	9%	10%	6%	11%
Better with food	11%	10%	9%	10%	8%	10%
Less likely to give me a hangover	9%	10%	7%	5%	5%	8%
Worse tasting	8%	8%	7%	7%	5%	9%
None of these	18%	18%	23%	26%	18%	22%

For consistency, global weighted averages on this slide are calculated using only markets with a base of **regular wine drinkers (RWDs)**

Base = Global regular wine drinkers (n=12,840), weighted by adult regular wine drinking population to get the global average
Green / red: Statistically significantly higher / lower than all global regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=12,840), Global regular wine drinkers from Argentina, Australia, Brazil, Canada, Germany, Ireland, NZ, Portugal, Sweden, UK, US

Wine Intelligence net purchase intent experiment

This ongoing experiment shows respondents wines with different claims in a random sequence, including a control bottle showing no claim

Bottles tested:

‘No claim’ bottle (control)

Award Winning

Biodynamic Wine

Cannabis Infused

Carbon Neutral

Environmentally Friendly

Established 1870

Fairtrade

Natural Wine

Organic

Preservative Free

Sulphite Free Wine

Sustainably Produced

Vegan Wine

Vegetarian Wine

‘No claim’ bottle

Bottle with claim (in this case, ‘Natural Wine’)

Net purchase intent by wine type (1/2)

In core markets, awards, heritage and natural wine are the top factors influencing motivation to purchase, although they have diminished since 2020; carbon neutrality, cannabis infusions and biodynamic practices are greater motivators

Global average calculated with data from **Australia**, **Canada**, **Sweden**, **UK** and **US** as these were the only markets with trackable data

Net purchase intent of wine types: Tracking % likely or very likely to buy each wine type

		2020 (n=5,513)	2021 (n=6,834)	Tracking vs. '20
1	Award Winning	58%	55%	↓
2	Established 1870	53%	51%	↓
3	Natural Wine	53%	50%	↓
4	Organic	49%	48%	→
5	Fairtrade	46%	47%	→
6	Environmentally Friendly	48%	46%	↓
7	PreservativeFree	46%	44%	↓
8	Sulphite Free Wine	42%	43%	→
9	Carbon Neutral	36%	40%	↑
10	Sustainably Produced	47%	38%	↓
11	Cannabis Infused	31%	34%	↑
12	Biodynamic Wine	27%	29%	↑
13	Vegan Wine	27%	28%	→
14	Vegetarian Wine	27%	25%	↓

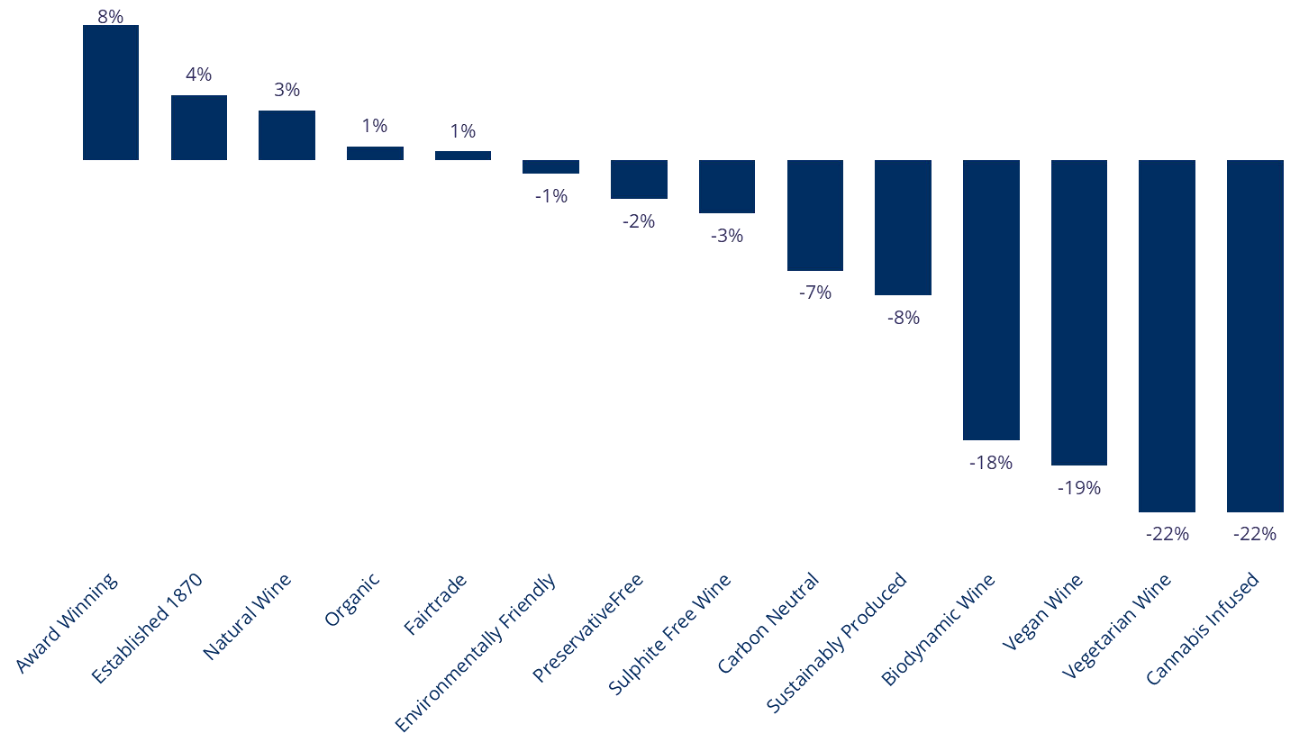
Base = 6,834 regular wine drinkers from Australia, Canada, Sweden, UK and US
↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n≤ 6,834), global regular wine drinkers

Net purchase intent by wine type (2/2)

Relative to the control bottle, only natural wine, organic and Fairtrade have a net positive intent to purchase; net purchase intent is notably lower for biodynamic, vegan, vegetarian and cannabis-infused wine

Net purchase intent of wine types

% who would be likely or very likely to buy each wine minus those likely or very likely to buy the 'no claim' wine



Global average calculated with data from **Australia**, **Canada**, **Sweden**, **UK** and **US** as these were the only markets with trackable data

Base = 6,834 regular wine drinkers from Australia, Canada, Sweden, UK and US
⬆ / ⬇: Statistically significantly higher / lower than previous wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 6,834), global regular wine drinkers

Market Focus: Australia

Opportunities in Alternative Wine

2022

Market focus: Australia

Key takeaways

1. Sixth-largest market for organic wine by volume

The Australian market saw the second-largest growth in organic wine volumes, with an increase of 28.4% between 2015 and 2020

2. Millennials are more connected to sustainability

This however does not translate into more interest in alternative wines compared to other generations

3. Natural wine tops Opportunity Index

Natural wine has seen a seven-point increase to its index score since 2020

Total market share: Organic wine

Australia ranks sixth for organic wine by volume, having recorded high growth from 2015 to 2020; however only 2% of the wine sold in the market is organic

Total organic wine market share

(000s 9-litre Cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine is as defined in each market

Opportunity Index by wine type

The best opportunities in Australia lie in natural wine, with the market ranking eighth in the Global Opportunity Index; Australia ranks poorly for organic wine, despite the relatively large volumes sold in the market

Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

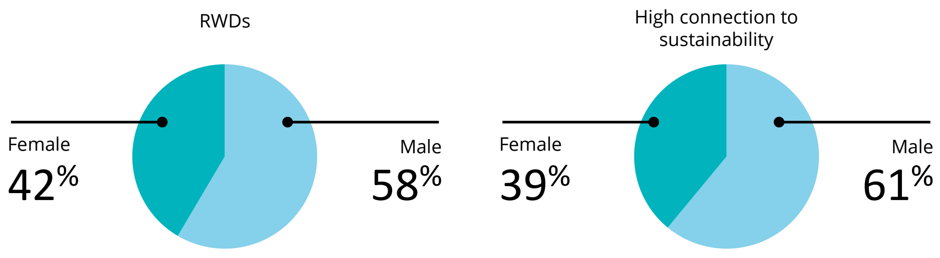
		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 17,837), Global regular wine drinkers

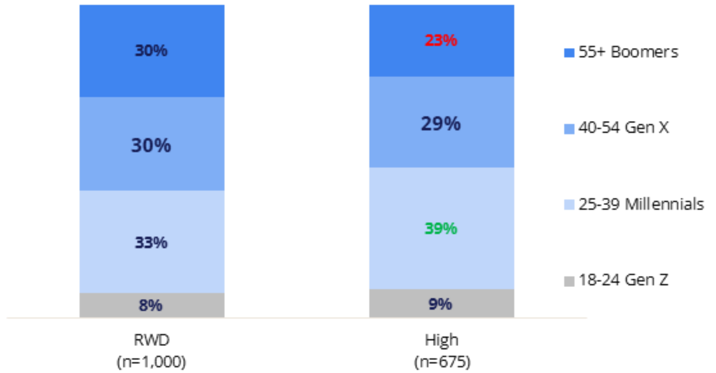
Demographics: High connection to sustainability

Australian RWDs with high connection to sustainability* are more likely to be Millennials and to buy organic, sustainably produced and preservative-free wine

Gender



Age groups



Alternative wine awareness: Top 5

	RWD (n=1,000)	High (n=675)
Organic wine	**42%**	**44%**
Preservative free wine	**27%**	**31%**
Natural wine	**26%**	**31%**
Sustainably produced wine	**24%**	**30%**
Vegan wine	**21%**	**24%**

Alternative wine purchase: Top 5

	RWD (n=1,000)	High (n=675)
Natural wine	**13%**	**16%**
Organic wine	**10%**	**13%**
Sustainably produced wine	**7%**	**10%**
Preservative free wine	**7%**	**9%**
Environmentally friendly wine	**7%**	**9%**

*High connection to sustainability is defined as those who **agree or agree strongly with five or more sustainability statements**

Base = All Australian regular wine drinkers with a high connection to sustainability (n=675)
Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Australian regular wine drinkers

Attitudes towards sustainability in general (1/2)

Millennials are more likely to agree with nearly all statements about sustainability; men are more likely to see wine as a more sustainable product in general

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

General sustainability attitudes	RWD (n=1,000)	Gender: Male (n=585)	Gender: Female (n=415)	Generation: 18-24 Gen Z (n=79)	Generation: 25-39 Millennials (n=328)	Generation: 40-54 Gen X (n=297)	Generation: 55+ Boomers (n=296)
I am willing to give up convenience in return for a product that is sustainably produced	47%	53%	39%	54%	61%	48%	30%
I am willing to pay more for a product that is sustainably produced	49%	53%	43%	49%	65%	50%	29%
I always buy sustainable products where possible	50%	55%	43%	50%	64%	50%	36%
I expect the brands I buy to support social causes	53%	57%	48%	56%	66%	56%	35%
I worry about climate change and try to minimize my personal impact	64%	65%	62%	62%	69%	64%	58%

Attitudes to sustainable wine	RWD (n=1,000)	Gender: Male (n=585)	Gender: Female (n=415)	Generation: 18-24 Gen Z (n=79)	Generation: 25-39 Millennials (n=328)	Generation: 40-54 Gen X (n=297)	Generation: 55+ Boomers (n=296)
I'm willing to pay more for sustainable wine	46%	51%	40%	51%	64%	46%	26%
Sustainable wine is always organically produced	42%	47%	34%	48%	56%	44%	22%
Sustainable wine has less chemicals than other wine	54%	58%	48%	58%	66%	54%	39%
Wine is a more sustainable product compared with other drinks	51%	58%	42%	52%	61%	49%	42%
I will always buy sustainable wines when given the choice	44%	49%	37%	53%	58%	44%	25%
I only trust the sustainability of wines if they have official certification	54%	57%	51%	55%	64%	54%	44%

Base = All Australian regular wine drinkers (n=1,000)
Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Australian regular wine drinkers

Attitudes towards sustainability in general (2/2)

Millennials are more likely to follow a meat-free diet in Australia

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

Attitudes to sustainable food	RWD	Gender		Generation			
		Male	Female	18-24 Gen Z	25-39 Millennials	40-54 Gen X	55+ Boomers
	(n=1,000)	(n=585)	(n=415)	(n=79)	(n=328)	(n=297)	(n=296)
I try to buy food that is grown or produced locally (in the region where I live)	64%	65%	62%	58%	69%	63%	61%
I actively eat more / exclusively vegetarian or vegan food	37%	41%	32%	38%	55%	39%	15%

Wine packaging and sustainability	RWD	Gender		Generation			
		Male	Female	18-24 Gen Z	25-39 Millennials	40-54 Gen X	55+ Boomers
	(n=1,000)	(n=585)	(n=415)	(n=79)	(n=328)	(n=297)	(n=296)
Glass wine bottles are a sustainable form of wine packaging	68%	71%	65%	55%	73%	68%	66%
Wine in a bag-in-box is a sustainable form of wine packaging	41%	46%	33%	48%	56%	39%	25%

Base = All Australian regular wine drinkers (n=1,000)
Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative Wine Opportunity Index by wine type 2022

Sustainably produced wine has risen up the ranks from the 2020 and 2021 indices to occupy second place behind natural wine; organic wine has dropped to third place

Australia Alternative Wine Opportunity Index 2022

		Australian Alternative Wine Opportunity Index				
		2022 opportunity index	2021 score difference	2020 score difference	2021 rank differnce	2020 rank differnce
1	Natural wine	50.7	4.6	7.0	=	=
2	Sustainably produced wine	42.7	0.4	4.2	1 ↑	2 ↑
3	Organic wine	41.1	-1.2	-0.9	-1 ↓	-1 ↓
4	Environmentally friendly wine	39.4	0.2	3.7	1 ↑	1 ↑
5	Preservative free wine	39.0	-1.2	-1.3	-1 ↓	-2 ↓
6	Wine from a carbon-neutral winery	36.3	3.4	7.7	2 ↑	3 ↑
7	Fairtrade wine	35.2	-0.7	2.4	-1 ↓	=
8	Sulphite free wine	34.6	-1.0	0.4	-1 ↓	-3 ↓
9	Biodynamic wine	33.8	8.0	4.4	1 ↑	-2 ↓
10	Pet Nat (Petillant Naturel)	30.5	4.9	12.2	1 ↑	3 ↑
11	Vegetarian wine	28.9	8.4	5.5	1 ↑	1 ↑
12	Vegan wine	27.5	4.3	3.9	=	-1 ↓
13	Orange / skin contact wine	27.2	0.0	2.3	-4 ↓	-3 ↓

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All Australian regular wine drinkers (n=1,000)
↑ / ↓: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative Wine Opportunity Index (1/2)

Organic wine ranks top for awareness but has seen a decrease from 2019; there has been a significant increase in conversion for carbon-neutral and biodynamic wine over the same period

Australia Alternative Wine Opportunity Index 2022

	Base = All sample Awareness					Base = Those who are aware of the following types of wine Sought to purchase				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	50%	50%	42%	↓	↓	20%	21%	23%	→	→
Preservative free wine	34%	36%	27%	↓	↓	17%	18%	25%	↑	↑
Natural wine	24%	29%	26%	→	→	42%	40%	49%	→	↑
Sustainably produced wine	25%	28%	24%	→	↓	24%	21%	29%	→	→
Vegan wine	13%	19%	21%	↑	→	24%	20%	24%	→	→
Sulphite free wine	23%	25%	21%	→	→	18%	19%	25%	→	→
Environmentally friendly wine	19%	25%	20%	→	↓	27%	24%	33%	→	↑
Fairtrade wine	16%	19%	14%	→	↓	20%	19%	28%	→	→
Wine from a carbon-neutral winery	9%	13%	13%	↑	→	21%	22%	36%	↑	↑
Biodynamic wine	9%	10%	12%	↑	→	22%	19%	40%	↑	↑
Vegetarian wine	8%	12%	12%	↑	→	24%	15%	29%	→	↑
Orange / skin contact wine	6%	8%	9%	↑	→	25%	26%	28%	→	→
Pet Nat (Petillant Naturel)	2%	6%	6%	↑	→	11%	24%	41%	↑	→

Base = All Australian regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative Wine Opportunity Index (2/2)

Pét nat wine has seen an increase in consideration and affinity from 2019

Australia Alternative Wine Opportunity Index 2022

	Base = Those who are aware of the following types of wine Future purchase consideration					Base = Those who are aware of the following types of wine Affinity				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Sustainably produced wine	50%	53%	51%	→	→	43%	42%	47%	→	→
Vegan wine	59%	57%	60%	→	→	53%	51%	52%	→	→
Pet Nat (Petillant Naturel)	61%	62%	73%	↑	↑	58%	63%	69%	↑	→
Vegetarian wine	56%	62%	66%	↑	→	56%	62%	62%	→	→
Fairtrade wine	34%	33%	43%	→	↑	31%	26%	30%	→	→
Preservative free wine	55%	58%	54%	→	→	47%	48%	47%	→	→
Environmentally friendly wine	52%	58%	56%	→	→	53%	55%	58%	→	→
Natural wine	54%	59%	63%	→	→	50%	56%	51%	→	→
Organic wine	50%	54%	58%	→	→	46%	53%	53%	→	→
Orange / skin contact wine	54%	46%	48%	→	→	47%	39%	49%	→	→
Wine from a carbon-neutral winery	35%	33%	47%	→	↑	35%	28%	40%	→	→
Biodynamic wine	40%	45%	50%	→	→	39%	42%	36%	→	→
Sulphite free wine	47%	45%	63%	→	→	27%	40%	36%	→	→

Base = All Australian regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative wine awareness

Relatively few demographic differences for most alternative wine types

Alternative wine awareness: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=585)	Gender: Female (n=415)	Generation: 18-24 Gen Z (n=79)	Generation: 25-39 Millennials (n=328)	Generation: 40-54 Gen X (n=297)	Generation: 55+ Boomers (n=296)
Organic wine	42%	↓	39%	46%	25%	35%	45%	51%
Preservative free wine	27%	↓	26%	28%	20%	21%	27%	35%
Natural wine	26%	→	30%	21%	26%	26%	29%	24%
Sustainably produced wine	24%	↓	23%	25%	20%	22%	24%	27%
Vegan wine	21%	→	21%	22%	21%	25%	23%	15%
Sulphite free wine	21%	→	21%	21%	21%	20%	23%	20%
Environmentally friendly wine	20%	↓	21%	19%	20%	17%	23%	19%
Fairtrade wine	14%	↓	14%	14%	14%	14%	15%	11%
Wine from a carbon-neutral winery	13%	→	15%	10%	18%	16%	12%	10%
Biodynamic wine	12%	→	14%	8%	16%	16%	11%	6%
Vegetarian wine	12%	→	13%	9%	16%	17%	10%	7%
Orange / skin contact wine	9%	→	11%	7%	12%	13%	9%	5%
Pet Nat (Petillant Naturel)	6%	→	7%	4%	13%	10%	4%	2%
None of these	11%	→	10%	13%	15%	10%	13%	10%

Base = All Australian regular wine drinkers (n=1,000)
Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative wine purchase

Boomers are less likely to have purchased a range of alternative wines, including those they were more aware of

Alternative wine purchase: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=585)	Gender: Female (n=415)	Generation: 18-24 Gen Z (n=79)	Generation: 25-39 Millennials (n=328)	Generation: 40-54 Gen X (n=297)	Generation: 55+ Boomers (n=296)
Organic wine	10%	→	10%	10%	10%	12%	12%	5%
Preservative free wine	7%	→	7%	6%	9%	7%	9%	4%
Natural wine	13%	→	16%	9%	12%	14%	14%	11%
Sustainably produced wine	7%	→	8%	5%	6%	8%	7%	6%
Vegan wine	5%	→	6%	4%	7%	10%	4%	0%
Sulphite free wine	5%	→	5%	5%	5%	8%	5%	2%
Environmentally friendly wine	7%	→	8%	5%	8%	8%	8%	3%
Fairtrade wine	4%	→	4%	4%	5%	4%	6%	1%
Wine from a carbon-neutral winery	5%	↑	6%	3%	10%	6%	4%	3%
Biodynamic wine	5%	↑	6%	3%	10%	8%	4%	1%
Vegetarian wine	3%	↑	4%	2%	8%	7%	1%	0%
Orange / skin contact wine	3%	→	3%	2%	1%	4%	3%	1%
Pet Nat (Petillant Naturel)	2%	→	3%	1%	5%	4%	2%	0%
None of these	40%	↓	35%	46%	19%	25%	38%	62%

Base = All Australian regular wine drinkers (n=1,000)
Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative wine affinity

Low sample sizes make it difficult to discern demographic differences for affinity for some alternative wine types

Alternative wine affinity: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=585)	Gender: Female (n=415)	Generation: 18-24 Gen Z (n=79)	Generation: 25-39 Millennials (n=328)	Generation: 40-54 Gen X (n=297)	Generation: 55+ Boomers (n=296)
Organic wine	47%	→	46%	49%	83%	52%	50%	37%
Preservative free wine	52%	→	48%	57%	44%	53%	60%	46%
Natural wine	69%	→	69%	70%	65%	71%	64%	73%
Sustainably produced wine	62%	→	62%	62%	63%	59%	57%	69%
Vegan wine	30%	→	36%	22%	16%	43%	29%	12%
Sulphite free wine	47%	→	40%	58%	64%	49%	45%	44%
Environmentally friendly wine	58%	→	60%	54%	63%	62%	56%	54%
Fairtrade wine	51%	→	48%	56%	32%	50%	69%	37%
Wine from a carbon-neutral winery	53%	→	53%	54%	63%	45%	54%	61%
Biodynamic wine	49%	→	51%	43%	43%	51%	51%	41%
Vegetarian wine	40%	→	42%	36%	52%	53%	30%	10%
Orange / skin contact wine	36%	→	40%	27%	25%	39%	44%	20%
Pet Nat (Petillant Naturel)	36%	→	36%	36%	37%	36%	35%	40%
None of these	24%	→	24%	24%	16%	13%	27%	37%

Base = All Australian regular wine drinkers (n=1,000)
Grey shading = sample size below 50
Green / red: Statistically significantly higher / lower than all Australian regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Net purchase intent by wine type

Bottle with no claim tested against bottles shown with claims – the claims were not highlighted in this test and were shown in a randomised order to avoid bias

Claims tested:

'No claim' bottle (control)

Award Winning

Biodynamic Wine

Cannabis Infused

Carbon Neutral

Environmentally Friendly

Established 1870

Fairtrade

Natural Wine

Organic

Preservative Free

Sulphite Free Wine

Sustainably Produced

Vegan Wine

Vegetarian Wine

'No claim' bottle

Bottle with claim (in this case, 'Natural Wine')

Net purchase intent by wine type

Purchase intent for sustainably produced wine has increased from both 2019 and 2020; many other alternative wine types have also seen an increase in intent to purchase

Net intent to purchase: Tracking

% who would be likely or very likely to purchase wines labelled with the following claims

		2019 (n=1,000)	2020 (n=1,000)	2021 (n=1,000)	Tracking vs. '19	Tracking vs. '20
1	Established 1870	52%	52%	56%	→	→
2=	Sustainably Produced	47%	47%	54%	↑	↑
2=	Award Winning	57%	57%	54%	→	→
4	Preservative Free	52%	51%	53%	→	→
5	Natural Wine	48%	51%	52%	→	→
6	Environmentally Friendly	45%	43%	51%	→	↑
7=	Control Bottle	40%	44%	48%	↑	→
7=	Fairtrade	40%	41%	48%	↑	↑
7=	Carbon Neutral	34%	39%	48%	↑	↑
10	Organic	42%	41%	47%	→	↑
11	Sulphite Free Wine	39%	43%	45%	→	→
12	Biodynamic Wine	26%	28%	38%	↑	↑
13	Cannabis Infused	24%	30%	37%	↑	↑
14	Vegan Wine	18%	23%	33%	↑	↑
15	Vegetarian Wine	17%	25%	32%	↑	↑

Demographic insights

- Millennials were significantly more likely to purchase all of these types of wine compared to RWDs.
- Boomers were less likely to purchase many of the wine types.
- RWDs with a high connection to sustainability were also more likely to consider buying the alternative wine types; unsurprisingly, this was most pronounced with explicitly eco-friendly wine types.

Base = All Australian regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), Australian regular wine drinkers

Alternative wine associations

Organic wine is considered more expensive; sustainable wine is associated with fewer statements beyond the specifically eco-focused ones

Alternative wine associations

% who associate alternative wines with the following statements

	Organic Wine (n=1,000)	Natural Wine (n=1,000)	Sustainable Wine (n=1,000)
More expensive	**30%**	**23%**	**26%**
More environmentally friendly	**22%**	**19%**	**33%**
Made with fewer chemical additives	**28%**	**26%**	**17%**
More ethically responsible	**20%**	**17%**	**28%**
Less processed	**23%**	**26%**	**13%**
Better for my health	**20%**	**23%**	**14%**
Higher quality	**16%**	**19%**	**14%**
Better tasting	**13%**	**16%**	**12%**
Better with food	**12%**	**16%**	**12%**
More prestigious	**15%**	**12%**	**11%**
Less likely to give me a hangover	**12%**	**14%**	**10%**
Better value for money	**10%**	**14%**	**10%**
Worse tasting	**11%**	**8%**	**8%**
None of these	**17%**	**18%**	**18%**

Demographic insights

- Boomers are more likely to consider organic wine more expensive and less likely to consider it better-tasting or better with food.
- Gen Zs are more likely to think natural wine is less likely to give them a hangover.
- Gen Zs also over-index for thinking sustainable wine is higher quality, better-tasting and better with food; a quarter also consider it better value for money.

Base = All Australian regular wine drinkers (n=1,000)
Green = Relative strength within each wine type
Red = Relative weakness within each wine type
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Australian regular wine drinkers

Market Focus: Canada

Opportunities in Alternative Wine

2022

Market focus: Canada

Key takeaways

1. Millennials have stronger connection with sustainability and alt wines

Younger RWDs are more likely to agree with sustainability related statements. Awareness and purchase is of alternative wines is also higher

2. Organic wine tops Opportunity Index

However, second-placed natural wine has narrowed the gap between the two

3. Sulphite-free and pét nat wines improve their position

Pét net wine saw a large increase in its Opportunity Index score compared to 2021

Total market share: Organic wine

Canada ranks 10th for organic wine by volume; it makes up less than 1% of the total wine volume in the market

Total organic wine market share

(000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine is as defined in each market

Opportunity Index by wine type

Organic wine represents Canada's highest score in the Global Opportunity Index

Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

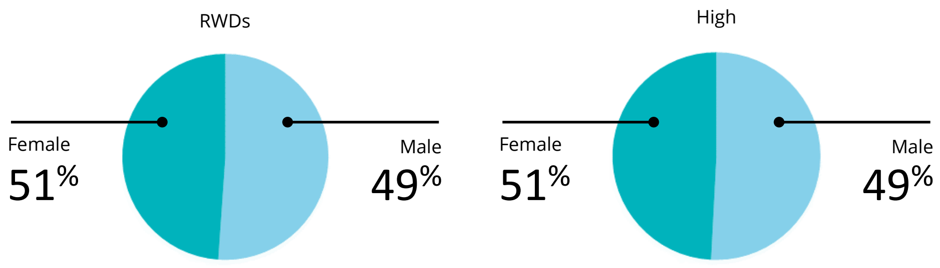
		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n= 17,837), Global regular wine drinkers

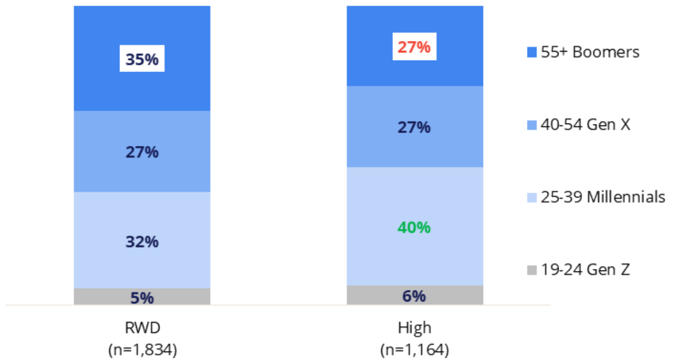
Demographics: High connection to sustainability

Regular wine drinkers (RWDs) with a high connection to sustainability* are more likely to be Millennials and to have greater awareness and purchase rates of alternative wines

Gender



Age groups



Alternative wine awareness: Top 5

	RWD (n=1,834)	High (n=1,164)
Organic wine	50%	53%
Natural wine	26%	31%
Sulphite free wine	24%	26%
Sustainably produced wine	21%	27%
Preservative free wine	18%	22%

Alternative wine purchase: Top 5

	RWD (n=1,834)	High (n=1,164)
Organic wine	14%	18%
Natural wine	12%	15%
Sustainably produced wine	6%	9%
Sulphite free wine	6%	7%
Environmentally friendly wine	5%	7%

*High connection to sustainability is defined as those who **agree or agree strongly with five or more sustainability statements**

Base = All Canadian regular wine drinkers with a high connection to sustainability (n=1,164)
Green / red: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Attitudes towards sustainability in general (1/2)

Millennials in Canada are more likely to agree with most statements about sustainability; male RWDs are more likely to consider wine an inherently sustainable product

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

General sustainability attitude	RWD (n=1,834)	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
I am willing to give up convenience in return for a product that is sustainably produced	42%	42%	41%	47%	53%	43%	28%
I am willing to pay more for a product that is sustainably produced	42%	42%	42%	49%	56%	42%	27%
I always buy sustainable products where possible	39%	39%	40%	49%	52%	39%	27%
I expect the brands I buy to support social causes	43%	43%	44%	60%	54%	42%	32%
I worry about climate change and try to minimize my personal impact	68%	66%	70%	64%	69%	68%	67%

Attitude to sustainable wine	RWD (n=1,834)	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
I'm willing to pay more for sustainable wine	37%	38%	36%	50%	51%	38%	22%
Sustainable wine is always organically produced	29%	31%	27%	50%	38%	30%	17%
Sustainable wine has less chemicals than other wine	45%	46%	44%	49%	55%	47%	34%
Wine is a more sustainable product compared with other drinks	43%	47%	39%	48%	51%	43%	35%
I will always buy sustainable wines when given the choice	34%	36%	31%	47%	45%	35%	21%
I only trust the sustainability of wines if they have official certification	46%	48%	45%	56%	57%	45%	37%

Base = All Canadian regular wine drinkers (n=1,834)

Green / red: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Attitudes towards sustainability in general (2/2)

Millennials are also more likely to agree with other sustainability statements, including those about wine packaging; men are more likely to use cannabis products

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

Attitude to sustainable food	RWD (n=1,834)	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
I try to buy food that is grown or produced locally (in the region where I live)	65%	64%	65%	47%	67%	63%	66%
I actively eat more / exclusively vegetarian or vegan food	29%	28%	29%	39%	37%	31%	18%

Wine packaging and sustainability	RWD (n=1,834)	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
Glass wine bottles are a sustainable form of wine packaging	60%	63%	57%	53%	66%	58%	58%
Wine in a bag-in-box is a sustainable form of wine packaging	37%	38%	35%	48%	43%	39%	27%

Cannabis	RWD (n=1,834)	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
I am using cannabis products	31%	35%	26%	49%	43%	35%	13%
I think cannabis products are a good alternative to alcoholic beverages	30%	34%	25%	51%	44%	30%	13%

Base = All Canadian regular wine drinkers (n=1,834)

Green / red: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Alternative Wine Opportunity Index by wine type 2022

Index scores for most alternative wine types have increased from the 2020 and 2021 ranking; minimal changes in ranking from 2020

Canada Alternative Wine Opportunity Index 2022

		Canada Alternative Wine Opportunity Index				
		2022 opportunity index	2021 score difference	2020 score difference	2021 rank differnce	2020 rank differnce
1	Organic wine	**47.5**	3.7	4.6	=	=
2	Natural wine	**46.6**	5.1	5.8	=	=
3	Sustainably produced wine	**43.0**	4.4	2.8	=	=
4	Sulphite free wine	**37.2**	2.8	1.9	2⬆	1⬆
5	Environmentally friendly wine	**37.0**	0.5	0.1	-1⬇	-1⬇
6	Fairtrade wine	**36.4**	1.1	1.1	-1⬇	=
7	Preservative free wine	**35.8**	2.2	1.2	=	=
8	Wine from a carbon-neutral winery	**35.1**	7.2	5.1	1⬆	=
9	Pet Nat (Petillant Naturel)	**30.1**	8.3	2.7	2⬆	=
10	Orange / skin contact wine	**28.2**	-0.9	1.9	-2⬇	=
11	Biodynamic wine	**27.8**	3.5	1.8	-1⬇	=
12	Vegan wine	**25.1**	4.6	4.3	=	=
13	Vegetarian wine	**24.5**	5.4	3.9	=	=

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All Canadian regular wine drinkers (n≥1,013)
⬆ / ⬇: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n≥1,013), Canadian regular wine drinkers

Alternative Wine Opportunity Index (1/2)

Conversion rates for the top rated alternative wines have all increased from 2019 and 2020; natural wine has been particularly successful in growing its awareness and purchase rates

Canada Alternative Wine Opportunity Index 2022

	Base = All sample Awareness					Base = Those who are aware of the following types of wine Sought to purchase				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	43%	51%	50%	↑	→	21%	22%	28%	↑	↑
Natural wine	19%	21%	26%	↑	↑	30%	32%	47%	↑	↑
Sulphite free wine	24%	25%	24%	→	→	18%	16%	24%	↑	↑
Sustainably produced wine	18%	20%	21%	↑	→	20%	22%	30%	↑	↑
Preservative free wine	19%	17%	18%	→	→	19%	19%	24%	→	→
Environmentally friendly wine	17%	20%	17%	→	↓	21%	25%	29%	↑	→
Fairtrade wine	17%	21%	16%	→	↓	18%	17%	22%	→	→
Vegan wine	9%	12%	12%	↑	→	15%	15%	17%	→	→
Orange / skin contact wine	6%	8%	11%	↑	↑	24%	33%	30%	→	→
Cannabis infused wine	n/a	10%	11%	n/a	→	n/a	19%	21%	n/a	→
Wine from a carbon-neutral winery	6%	7%	9%	↑	→	24%	17%	36%	↑	↑
Vegetarian wine	6%	7%	7%	→	→	16%	15%	22%	→	→
Biodynamic wine	5%	4%	6%	→	↑	23%	26%	33%	→	→
Pet Nat (Petillant Naturel)	3%	3%	5%	↑	↑	28%	25%	34%	→	→

Base = All Canadian regular wine drinkers (n≥1,013)
n/a = not tracking during wave
Grey shading = low sample size
↑ / ↓: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n≥1,013), Canadian regular wine drinkers

Alternative Wine Opportunity Index (2/2)

Organic wine has grown in consideration and affinity; other wine types have remained stable

Canada Alternative Wine Opportunity Index 2022

	Base = Those who are aware of the following types of wine – Future purchase consideration					Base = Those who are aware of the following types of wine – Affinity				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	57%	55%	62%	↑	↑	50%	44%	51%	→	↑
Natural wine	64%	65%	64%	→	→	62%	60%	62%	→	→
Sulphite free wine	58%	55%	60%	→	→	49%	47%	50%	→	→
Sustainably produced wine	70%	66%	72%	→	→	65%	58%	63%	→	→
Preservative free wine	57%	56%	59%	→	→	52%	51%	53%	→	→
Environmentally friendly wine	61%	62%	59%	→	→	59%	51%	55%	→	→
Fairtrade wine	60%	59%	62%	→	→	56%	53%	57%	→	→
Vegan wine	38%	33%	44%	→	→	30%	29%	37%	→	→
Orange / skin contact wine	49%	62%	51%	→	→	40%	35%	35%	→	→
Cannabis infused wine	n/a	50%	57%	n/a	→	n/a	40%	52%	n/a	→
Wine from a carbon-neutral winery	57%	62%	57%	→	→	48%	42%	54%	→	→
Vegetarian wine	41%	34%	44%	→	→	30%	29%	37%	→	→
Biodynamic wine	52%	52%	54%	→	→	40%	33%	37%	→	→
Pet Nat (Petillant Naturel)	50%	46%	57%	→	→	44%	30%	44%	→	→

Base = All Canadian regular wine drinkers (n≥1,013)
n/a = not tracking during wave
Grey shading = low sample size
↑ / ↓: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n≥1,013), Canadian regular wine drinkers

Alternative wine awareness

Millennials and Gen Zs are more likely to be aware of alternative wine types; men are more aware of wine from carbon-neutral wineries

Alternative wine awareness: Gender and age

	RWD (n=1,834)	Tracking RWD vs '20	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
Organic wine	50%	→	51%	49%	41%	46%	56%	51%
Natural wine	26%	↑	28%	23%	33%	33%	25%	19%
Sulphite free wine	24%	→	23%	25%	13%	22%	24%	27%
Sustainably produced wine	21%	→	21%	22%	20%	26%	20%	18%
Preservative free wine	18%	→	18%	17%	12%	20%	17%	17%
Environmentally friendly wine	17%	↓	17%	16%	18%	20%	17%	13%
Fairtrade wine	16%	↓	16%	16%	13%	20%	14%	14%
Vegan wine	12%	→	13%	11%	27%	17%	12%	5%
Orange / skin contact wine	11%	↑	13%	9%	15%	14%	10%	9%
Cannabis infused wine	11%	→	12%	10%	15%	13%	12%	7%
Wine from a carbon-neutral winery	9%	→	12%	6%	20%	11%	10%	5%
Vegetarian wine	7%	→	7%	7%	22%	8%	8%	3%
Biodynamic wine	6%	↑	7%	5%	7%	8%	7%	4%
Pet Nat (Petillant Naturel)	5%	↑	6%	4%	14%	8%	4%	2%
None of these	18%	→	17%	19%	12%	15%	16%	24%

Base = All Canadian regular wine drinkers (n=1,834)
Green / red: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Alternative wine purchase

Gen Z and Millennials are more likely to purchase alternative wines; Boomers are less likely to buy nearly all wine types

Alternative wine purchase: Gender and age

			Gender		Generation			
Natural wine	RWD (n=1,834)	Tracking RWD vs '20	Male (n=937)	Female (n=897)	19-24 Gen Z (n=101)	25-39 Millennials (n=592)	40-54 Gen X (n=501)	55+ Boomers (n=640)
Organic wine	14%	→	15%	13%	24%	17%	14%	9%
Natural wine	12%	↑	14%	10%	23%	16%	12%	7%
Sustainably produced wine	6%	↑	6%	6%	11%	10%	6%	3%
Sulphite free wine	6%	↑	6%	5%	9%	6%	5%	6%
Preservative free wine	5%	→	5%	5%	5%	8%	5%	2%
Environmentally friendly wine	4%	→	4%	4%	3%	6%	4%	3%
Fairtrade wine	4%	→	4%	3%	6%	6%	2%	2%
Vegan wine	3%	→	4%	3%	5%	6%	2%	1%
Orange / skin contact wine	3%	→	5%	2%	10%	4%	3%	1%
Cannabis infused wine	2%	→	3%	2%	5%	3%	3%	1%
Wine from a carbon-neutral winery	2%	↑	2%	2%	8%	3%	2%	0%
Vegetarian wine	2%	→	3%	1%	5%	2%	3%	1%
Biodynamic wine	2%	→	2%	1%	6%	2%	2%	0%
Pet Nat (Petillant Naturel)	2%	→	2%	1%	10%	2%	1%	0%
None of these	39%	↓	38%	41%	20%	28%	43%	50%

Base = All Canadian regular wine drinkers (n=1,834)
Green / red: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Alternative wine affinity

Sample sizes are too low to discern significant demographic differences with affinity; Millennials have greater affinity for natural and orange / skin-contact wine

Alternative wine affinity: Gender and age

	RWD (n=1,834)	Tracking RWD vs '20	Gender: Male (n=937)	Gender: Female (n=897)	Generation: 19-24 Gen Z (n=101)	Generation: 25-39 Millennials (n=592)	Generation: 40-54 Gen X (n=501)	Generation: 55+ Boomers (n=640)
Organic wine	51%	→	49%	53%	68%	58%	53%	40%
Natural wine	62%	→	64%	59%	58%	63%	66%	55%
Sulphite free wine	50%	→	49%	51%	60%	48%	49%	52%
Sustainably produced wine	63%	→	57%	69%	47%	67%	59%	63%
Preservative free wine	53%	→	52%	54%	31%	56%	49%	55%
Environmentally friendly wine	55%	→	48%	63%	46%	61%	56%	47%
Fairtrade wine	57%	→	53%	61%	54%	57%	59%	55%
Vegan wine	37%	→	39%	34%	41%	41%	43%	11%
Orange / skin contact wine	35%	→	34%	37%	48%	48%	30%	18%
Cannabis infused wine	52%	→	53%	49%	57%	48%	64%	38%
Wine from a carbon-neutral winery	54%	→	55%	52%	47%	64%	48%	46%
Vegetarian wine	37%	→	24%	50%	30%	40%	38%	32%
Biodynamic wine	37%	→	35%	40%	68%	33%	47%	22%
Pet Nat (Petillant Naturel)	44%	→	38%	53%	43%	46%	34%	53%
None of these	24%	→	24%	24%	12%	17%	24%	33%

Base = All Canadian regular wine drinkers (n=1,834)
Grey shading = sample size below 50
Green / red: Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Wine Intelligence net purchase intent experiment

This ongoing experiment shows respondents wines with different claims in a random sequence, including a control bottle showing no claim

Bottles tested:

‘No claim’ bottle (control)

Award Winning

Biodynamic Wine

Cannabis Infused

Carbon Neutral

Environmentally Friendly

Established 1870

Fairtrade

Natural Wine

Organic

Preservative Free

Sulphite Free Wine

Sustainably Produced

Vegan Wine

Vegetarian Wine

‘No claim’ bottle

Bottle with claim (in this case, ‘Natural Wine’)

Purchase intent by wine type

Purchase intent has risen for nearly all alternative wine types

Net intent to purchase: Tracking

% who would be likely or very likely to purchase the following wines

		2019 (n=2,479)	2020 (n=1,013)	2021 (n=1,834)	Tracking vs. '19	Tracking vs. '20
1	Award Winning	49%	44%	55%	↑	↑
2	Established 1870	41%	38%	51%	↑	↑
3	Sustainably Produced	43%	38%	47%	↑	↑
4=	Preservative Free	43%	37%	46%	→	↑
4=	Natural Wine	45%	41%	46%	→	→
6=	Fairtrade	40%	34%	44%	→	↑
6=	Environmentally Friendly	42%	40%	44%	→	→
8	Organic	39%	39%	43%	↑	→
9=	Sulphite Free Wine	39%	39%	42%	→	→
9=	Control Bottle	36%	33%	42%	↑	↑
11	Carbon Neutral	32%	29%	35%	→	↑
12	Cannabis Infused	29%	26%	34%	↑	↑
13	Biodynamic Wine	25%	23%	30%	↑	↑
14	Vegetarian Wine	21%	19%	26%	↑	↑
15	Vegan Wine	21%	22%	25%	↑	→

Demographic insights

- Millennials over-index as being likely to buy alternative wine types, while Boomers consider themselves unlikely to buy them
- Gen Z has a greater interest in vegan wine, over-indexing as likely to buy

Base = All Canadian regular wine drinkers (n≥1,834)

↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n≥1,013), Canadian regular wine drinkers

Alternative wine associations

Organic wine is considered more expensive and better for health

Alternative wine associations % who associate alternative wines with the following statements

	Organic Wine (n=1,834)	Natural Wine (n=1,834)	Sustainable Wine (n=1,834)
More expensive	37%	26%	28%
More environmentally friendly	27%	21%	36%
Made with fewer chemical additives	34%	31%	16%
More ethically responsible	20%	18%	33%
Less processed	22%	28%	14%
Better for my health	26%	22%	11%
Higher quality	17%	17%	12%
Better tasting	12%	17%	10%
Better with food	10%	13%	9%
More prestigious	11%	11%	9%
Better value for money	9%	12%	9%
Less likely to give me a hangover	10%	12%	7%
Worse tasting	7%	6%	7%
None of these	20%	23%	23%

Demographic insights

- Gen Z has much stronger positive associations with all alternative wine types
- Men are more likely to consider natural wine as better with food

Base = All Canadian regular wine drinkers (n=1,834)
Green = Relative strength within each wine type
Red = Relative weakness within each wine type
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,834), Canadian regular wine drinkers

Market Focus: South Korea

Opportunities in Alternative Wine

2022

Market Focus: South Korea

Key takeaways

1. Ranks first in Organic Wine Opportunity Index

Organic wine increased its index score compared to 2021 and widened the gap between it and the second place

2. Biodynamic and sulphite-free wine rise through the ranks

Both alternative wine types saw large increases in their indices compared to 2021

3. Alternative wine awareness decreasing

In contrast to other markets, awareness of alternative wine in South Korea is decreasing

Total market share: Organic wine

South Korea ranks 11th for organic wine by volume; total volume in the market has grown from 2015 to 2020

Organic wine accounts for 5.3% of wine sold in the market

Total organic wine market share

(000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine is as defined in each market

Opportunity Index by wine type

South Korea ranks fourth in the Opportunity Index for organic wine; the category recorded strong growth in volume sales from 2015

The market's position for sustainably produced and natural wine is weaker, ranking at 14th for both

Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

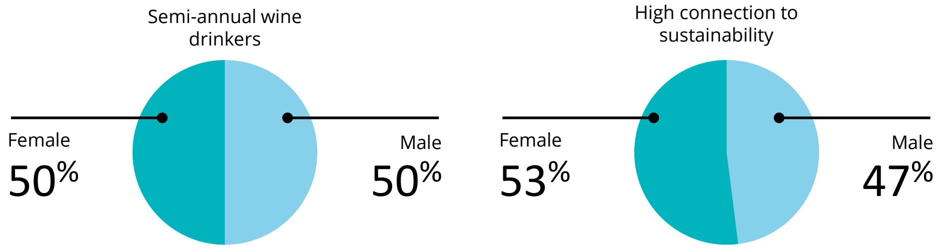
		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 17,837), Global regular wine drinkers

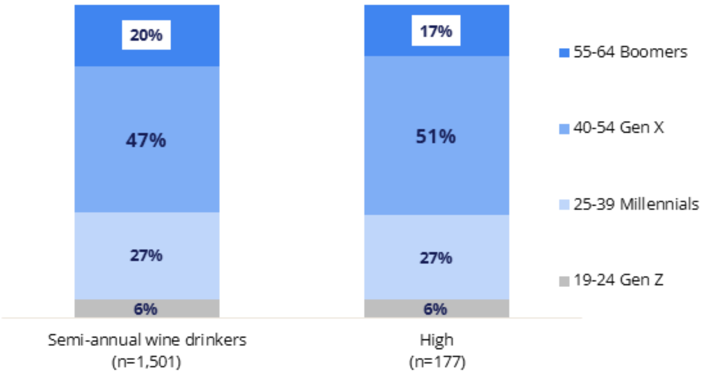
Demographics: High connection to sustainability

There are no significant demographic differences between those highly connected* to sustainability and all semi-annual wine drinkers; they are more likely to buy alternative wines

Gender



Age groups



Alternative Wine Alternative: Top 5

	RWD (n=1,501)	High (n=177)
Organic wine	**50%**	**68%**
Environmentally friendly wine	**35%**	**63%**
Fairtrade wine	**32%**	**45%**
Natural wine	**26%**	**55%**
Sustainably produced wine	**21%**	**49%**

Alternative Wine Purchase: Top 5

	RWD (n=1,501)	High (n=177)
Organic wine	**19%**	**51%**
Environmentally friendly wine	**14%**	**47%**
Natural wine	**10%**	**37%**
Fairtrade wine	**8%**	**28%**
Sustainably produced wine	**8%**	**31%**

*High connection to sustainability is defined as those who **agree or agree strongly with five or more sustainability statements**

Base = All South Korean semi-annual wine drinkers who are highly connected with sustainability (n=177)
Green / red: Statistically significantly higher / lower than all South Korean semi-annual wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Alternative Wine Opportunity Index by wine type 2022

Organic wine tops the opportunity index; biodynamic wine and sulphite-free wine have risen through the ranks, while preservative-free, orange / skin-contact and vegan wine have dropped

South Korean Alternative Wine Opportunity Index 2022

		S. Korean Alternative Wine Opportunity Index		
		2022 opportunity index	2021 score difference	2021 rank differnce
1	Organic wine	51.6	3.9	=
2	Environmentally friendly wine	47.2	0.7	=
3	Natural wine	42.8	-2.3	=
4	Sustainably produced wine	40.1	3.8	1 ⬆
5	Fairtrade wine	36.3	-3.1	-1 ⬇
6	Wine from a carbon-neutral winery	32.5	4.1	1 ⬆
7	Biodynamic wine	31.0	6.4	3 ⬆
8	Preservative free wine	30.8	-2.6	-2 ⬇
9	Sulphite free wine	30.3	7.8	3 ⬆
10	Orange / skin contact wine	28.9	1.0	-2 ⬇
11	Vegan wine	26.4	0.3	-2 ⬇
12	Pet Nat (Petillant Naturel)	23.6	-0.9	-1 ⬇
13	Vegetarian wine	22.2	0.5	=

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All South Korean semi-annual wine drinkers (n=1,501)
⬆ / ⬇: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Alternative Wine Opportunity Index (1/2)

Awareness of several alternative wine types has decreased, with the exception of carbon-neutral wine; conversion to purchase has remained stable for all wine types

South Korean Alternative Wine Opportunity Index 2022

	Base = All sample Awareness			Base = Those who are aware of the following types of wine Sought to purchase		
	2020	2021	Tracking vs '20	2020	2021	Tracking vs '20
Organic wine	49%	50%	→	33%	38%	→
Environmentally friendly wine	39%	35%	↓	36%	39%	→
Fairtrade wine	33%	32%	→	27%	26%	→
Natural wine	32%	26%	↓	41%	41%	→
Sustainably produced wine	20%	21%	→	33%	37%	→
Vegan wine	25%	20%	↓	23%	27%	→
Preservative free wine	22%	15%	↓	29%	29%	→
Wine from a carbon-neutral winery	11%	14%	↑	26%	31%	→
Orange / skin contact wine	15%	12%	↓	30%	29%	→
Vegetarian wine	12%	10%	↓	20%	20%	→
Biodynamic wine	6%	7%	→	32%	40%	→
Sulphite free wine	6%	6%	→	31%	37%	→
Pet Nat (Petillant Naturel)	7%	5%	→	36%	35%	→

Base = All South Korean semi-annual wine drinkers (n=1,501)

↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Alternative Wine Opportunity Index (2/2)

Consideration and affinity is stable for nearly all wine types; organic increases in both metrics, and sulphite-free improves for affinity

South Korean Alternative Wine Opportunity Index 2022

	Base = Those who are aware of the following types of wine Future purchase consideration			Base = Those who are aware of the following types of wine Affinity		
	2020	2021	Tracking vs '20	2020	2021	Tracking vs '20
Organic wine	58%	63%	↑	51%	57%	↑
Environmentally friendly wine	61%	62%	→	55%	59%	→
Fairtrade wine	53%	47%	→	48%	43%	→
Natural wine	60%	61%	→	55%	55%	→
Sustainably produced wine	52%	56%	→	49%	56%	→
Vegan wine	31%	37%	→	28%	28%	→
Preservative free wine	51%	49%	→	42%	42%	→
Wine from a carbon-neutral winery	50%	52%	→	39%	45%	→
Orange / skin contact wine	41%	40%	→	34%	42%	→
Vegetarian wine	34%	34%	→	27%	32%	→
Biodynamic wine	35%	49%	↑	36%	44%	→
Sulphite free wine	39%	44%	→	28%	47%	↑
Pet Nat (Petillant Naturel)	38%	35%	→	31%	32%	→

Base = All South Korean semi-annual wine drinkers (n=1,501)

↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Alternative wine awareness

There are few demographic differences in awareness; Millennials are less aware of organic and environmentally friendly wine, but have greater awareness of orange / skin-contact and pét nat

Alternative wine awareness: Gender and age

			Gender		Generation			
	RWD (n=1501)	Tracking RWD vs '20	Male (n=754)	Female (n=747)	19-24 Gen Z (n=91)	25-39 Millennials (n=413)	40-54 Gen X (n=702)	55-64 Boomers (n=295)
Organic wine	50%	→	49%	50%	42%	43%	52%	54%
Environmentally friendly wine	35%	↓	36%	35%	32%	29%	35%	45%
Fairtrade wine	32%	→	25%	38%	34%	27%	33%	33%
Natural wine	26%	↓	27%	25%	22%	26%	24%	30%
Sustainably produced wine	21%	→	23%	19%	21%	22%	19%	25%
Vegan wine	20%	↓	18%	21%	22%	20%	21%	18%
Preservative free wine	15%	↓	15%	15%	17%	12%	15%	18%
Wine from a carbon-neutral winery	14%	↑	13%	16%	13%	14%	15%	14%
Orange / skin contact wine	12%	↓	12%	13%	17%	21%	10%	5%
Vegetarian wine	10%	↓	9%	11%	16%	9%	11%	8%
Biodynamic wine	7%	→	7%	6%	8%	7%	6%	6%
Sulphite free wine	6%	→	6%	6%	8%	7%	6%	5%
Pet Nat (Petillant Naturel)	5%	→	6%	4%	4%	8%	5%	2%
None of these	13%	→	14%	12%	7%	13%	15%	14%

Base = All South Korean semi-annual wine drinkers (n=1,501)

Green / red: Statistically significantly higher / lower than all South Korean semi-annual wine drinkers at a 95% confidence level

↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Alternative wine purchase

Again, there are few demographic differences: Millennials are more likely to purchase orange / skin-contact and pét nat, and men are less likely to not purchase any alternative wine types

Alternative wine purchase: Gender and age

	RWD	Tracking RWD	Gender		Generation			
	RWD (n=1501)	Tracking RWD vs '20	Male (n=754)	Female (n=747)	19-24 Gen Z (n=91)	25-39 Millennials (n=413)	40-54 Gen X (n=702)	55-64 Boomers (n=295)
Organic wine	19%	➡	21%	17%	13%	17%	20%	22%
Environmentally friendly wine	14%	➡	14%	14%	10%	11%	14%	18%
Fairtrade wine	8%	➡	7%	10%	11%	8%	9%	7%
Natural wine	10%	⬇	13%	8%	7%	11%	10%	12%
Sustainably produced wine	8%	➡	8%	8%	7%	9%	8%	7%
Vegan wine	5%	➡	5%	6%	2%	6%	7%	3%
Preservative free wine	4%	⬇	5%	4%	1%	4%	5%	4%
Wine from a carbon-neutral winery	4%	⬆	5%	4%	3%	5%	5%	4%
Orange / skin contact wine	4%	➡	4%	3%	1%	7%	3%	1%
Vegetarian wine	2%	➡	2%	2%	2%	2%	3%	1%
Biodynamic wine	3%	➡	3%	3%	4%	3%	3%	1%
Sulphite free wine	2%	➡	3%	2%	2%	3%	2%	2%
Pet Nat (Petillant Naturel)	2%	➡	2%	1%	2%	4%	1%	0%
None of these	34%	➡	29%	39%	43%	33%	33%	35%

Base = All South Korean semi-annual wine drinkers (n=1,501)
Green / red: Statistically significantly higher / lower than all South Korean semi-annual wine drinkers at a 95% confidence level
⬆ / ⬇: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '20, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Alternative wine affinity

Consistent affinity scores across age and gender, noting the low sample size for some responses

Alternative wine affinity: Gender and age

	RWD (n=1501)	Tracking RWD vs '20	Gender: Male (n=754)	Gender: Female (n=747)	Generation: 19-24 Gen Z (n=91)	Generation: 25-39 Millennials (n=413)	Generation: 40-54 Gen X (n=702)	Generation: 55-64 Boomers (n=295)
Organic wine	57%	↑	60%	55%	53%	59%	57%	56%
Environmentally friendly wine	59%	→	57%	61%	55%	54%	61%	61%
Fairtrade wine	43%	→	39%	46%	36%	44%	44%	41%
Natural wine	55%	→	56%	54%	50%	52%	56%	58%
Sustainably produced wine	56%	→	53%	60%	53%	57%	55%	59%
Vegan wine	28%	→	29%	27%	25%	33%	27%	25%
Preservative free wine	42%	→	42%	42%	33%	43%	48%	30%
Wine from a carbon-neutral winery	45%	→	43%	47%	58%	40%	50%	35%
Orange / skin contact wine	42%	→	43%	41%	47%	42%	39%	53%
Vegetarian wine	32%	→	36%	29%	29%	44%	29%	26%
Biodynamic wine	44%	→	53%	33%	43%	36%	58%	23%
Sulphite free wine	47%	↑	54%	40%	29%	42%	52%	53%
Pet Nat (Petillant Naturel)	32%	→	29%	38%	50%	30%	38%	0%
None of these	18%	→	16%	19%	21%	20%	17%	15%

Base = All South Korean semi-annual wine drinkers (n=1,501)

Grey shading = low sample size

Green / red: Statistically significantly higher / lower than all South Korean semi-annual wine drinkers at a 95% confidence level

↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,501), South Korean semi-annual wine drinkers

Market Focus: Sweden

Opportunities in Alternative Wine

2022

Market focus: Sweden

Key takeaways

1. A quarter of wine sold in the market is organic

This is the largest market share that organic holds within any market, and is driven by Systembolaget

2. Sweden ranks second in the Organic Wine Opportunity Index

Sweden has the second-highest Opportunity Index score for organic, highlighting the segment's strength in the market

3. Ranks fourth in Sustainable Wine Opportunity Index

Sweden also ranks well for sustainable wine, but has a lower ranking for natural wine opportunities

4. Younger RWDs have a stronger connection with alternative wines

Millennials more likely to be aware of and purchase alternative wines

5. Organic wine is strongly associated with sustainability

It is even more strongly associated with being more environmentally friendly than sustainably produced wine, reflecting the high levels of awareness and understanding of organic wine in the market

Total market share: Organic wine

Sweden ranks fourth for organic wine by volume; it has the largest share of organic wine by some distance, with nearly a quarter of the volume in the market defined as such

This is in part due to the Systembolaget retail system and how the monopoly's buying policy means organic wine is better represented in the market

Total organic wine market share

(000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine is as defined in each market

Opportunity Index by wine type

Sweden holds a strong position in the Opportunity Index for organic wine, reflecting the large amount of organic wine sold in the market

It also ranks fourth for sustainably produced wine, but occupies a weaker position for natural wine

Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

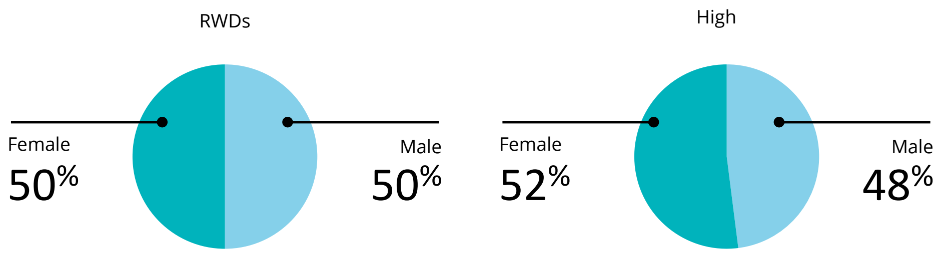
		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 17,837), Global regular wine drinkers

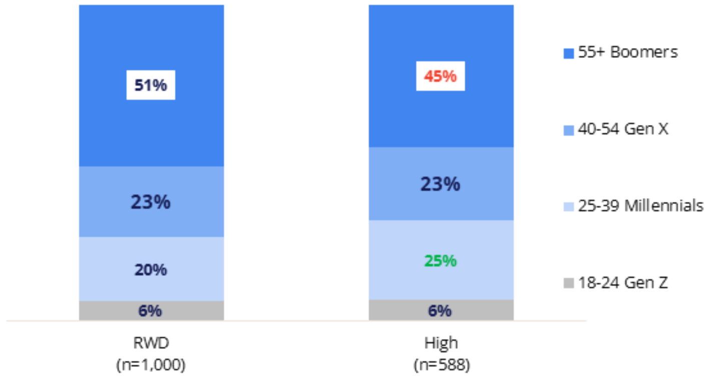
Demographics: High connection to sustainability

Swedish RWDs with a high connection to sustainability* are younger and have higher awareness/purchase rates for many types of alternative wines

Gender



Age groups



Alternative wine awareness: Top 5

	RWD (n=1,000)	High (n=588)
Organic wine	**80%**	**84%**
Fairtrade wine	**48%**	**56%**
Sustainably produced wine	**37%**	**47%**
Natural wine	**32%**	**38%**
Environmentally friendly wine	**29%**	**38%**

Alternative wine purchase: Top 5

	RWD (n=1,000)	High (n=588)
Organic wine	**34%**	**46%**
Fairtrade wine	**12%**	**17%**
Natural wine	**10%**	**12%**
Sustainably produced wine	**9%**	**13%**
Environmentally friendly wine	**6%**	**10%**

*High connection to sustainability is defined as those who **agree or agree strongly with five or more sustainability statements**

Base = All Sweden regular wine drinkers (RWDs) with a high connection to sustainability (n=588)
Green / red: Statistically significantly higher / lower than all Sweden regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Sweden regular wine drinkers

Attitudes towards sustainability in general

Millennials are more likely to agree with the sustainability related statements; men are more likely to consider wine an inherently sustainable product

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

General sustainability attitudes	RWD (n=1,000)	Gender: Male (n=500)	Gender: Female (n=500)	Generation: 18-24 Gen Z (n=60)	Generation: 25-39 Millennials (n=205)	Generation: 40-54 Gen X (n=225)	Generation: 55+ Boomers (n=510)
I am willing to give up convenience in return for a product that is sustainably produced	38%	35%	40%	37%	47%	41%	33%
I am willing to pay more for a product that is sustainably produced	42%	39%	45%	38%	52%	45%	37%
I always buy sustainable products where possible	41%	36%	45%	43%	50%	46%	35%
I expect the brands I buy to support social causes	44%	40%	47%	50%	54%	43%	39%
I worry about climate change and try to minimize my personal impact	58%	53%	63%	40%	60%	66%	55%

Attitudes to sustainable wine	RWD (n=1,000)	Gender: Male (n=500)	Gender: Female (n=500)	Generation: 18-24 Gen Z (n=60)	Generation: 25-39 Millennials (n=205)	Generation: 40-54 Gen X (n=225)	Generation: 55+ Boomers (n=510)
I'm willing to pay more for sustainable wine	41%	40%	41%	47%	56%	42%	33%
Sustainable wine is always organically produced	29%	29%	29%	23%	39%	35%	23%
Sustainable wine has less chemicals than other wine	43%	44%	43%	48%	47%	45%	40%
Wine is a more sustainable product compared with other drinks	29%	35%	24%	39%	43%	30%	22%
I will always buy sustainable wines when given the choice	35%	34%	36%	36%	45%	39%	29%
I only trust the sustainability of wines if they have official certification	46%	43%	50%	40%	56%	49%	42%

Base = All Sweden regular wine drinkers (n=1,000)

Green / red: Statistically significantly higher / lower than all Sweden regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Sweden regular wine drinkers

Attitudes towards sustainability in general

Women are more likely to follow a vegetarian / vegan diet

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

		Gender		Generation			
Attitudes to sustainable food	RWD (n=1,000)	Male (n=500)	Female (n=500)	18-24 Gen Z (n=60)	25-39 Millennials (n=205)	40-54 Gen X (n=225)	55+ Boomers (n=510)
I try to buy food that is grown or produced locally (in the region where I live)	**55%**	**57%**	**54%**	**51%**	**55%**	**53%**	**57%**
I actively eat more / exclusively vegetarian or vegan food	**25%**	**19%**	**30%**	**29%**	**41%**	**24%**	**18%**

		Gender		Generation			
Wine packaging and sustainability	RWD (n=1,000)	Male (n=500)	Female (n=500)	18-24 Gen Z (n=60)	25-39 Millennials (n=205)	40-54 Gen X (n=225)	55+ Boomers (n=510)
Glass wine bottles are a sustainable form of wine packaging	**50%**	**53%**	**47%**	**39%**	**51%**	**50%**	**52%**
Wine in a bag-in-box is a sustainable form of wine packaging	**38%**	**37%**	**39%**	**45%**	**51%**	**38%**	**32%**

Base = All Sweden regular wine drinkers (n=1,000)

Green / red: Statistically significantly higher / lower than all Sweden regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct ‘21, (n=1,000), Sweden regular wine drinkers

Alternative Wine Opportunity Index by wine type 2022

Organic wine ranks top of the Swedish Alternative Wine Opportunity Index; the top three have remained stable from 2021

Swedish Alternative Wine Opportunity Index 2022

		Swedish Alternative Wine Opportunity Index				
		2022 opportunity index	2021 score difference	2020 score difference	2021 rank differnce	2020 rank differnce
1	Organic wine	65.8	0.8	1.4	=	=
2	Fairtrade wine	48.7	-1.2	4.5	=	1⬆
3	Sustainably produced wine	46.4	1.5	2.2	=	-1⬇
4	Natural wine	44.7	5.3	5.7	1⬆	=
5	Environmentally friendly wine	41.5	2.0	2.7	-1⬇	=
6	Preservative free wine	34.5	3.5	2.0	1⬆	=
7	Wine from a carbon-neutral winery	32.3	0.5	3.5	-1⬇	=
8	Sulphite free wine	31.3	4.2	4.3	2⬆	=
9	Biodynamic wine	30.9	7.3	8.6	2⬆	=
10	Orange / skin contact wine	27.1	-2.8	10.5	-1⬇	2⬆
11	Vegan wine	26.3	-4.2	6.8	-3⬇	-1⬇
12	Pet Nat (Petillant Naturel)	26.2	10.3	10.1	1⬆	1⬆
13	Vegetarian wine	21.3	1.0	2.0	-1⬇	-2⬇

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All Sweden regular wine drinkers (n=1,000)
⬆ / ⬇: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Alternative Wine Opportunity Index (1/2)

Awareness and conversion of organic wine is considerably higher than other alternative wine types; awareness of natural wine has increased from 2019 and 2020

Swedish Alternative Wine Opportunity Index 2022

	Base = All sample Awareness					Base = Those who are aware of the following types of wine Sought to purchase				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	79%	79%	80%	→	→	39%	41%	43%	→	→
Fairtrade wine	47%	56%	48%	→	↓	18%	25%	25%	↑	→
Sustainably produced wine	39%	41%	37%	→	→	17%	20%	23%	↑	→
Vegan wine	15%	23%	21%	↑	→	11%	23%	18%	→	→
Sulphite free wine	19%	22%	18%	→	↓	10%	14%	20%	↑	→
Natural wine	24%	25%	32%	↑	↑	24%	29%	31%	→	→
Environmentally friendly wine	31%	34%	29%	→	↓	17%	17%	21%	→	→
Vegetarian wine	8%	13%	14%	↑	→	15%	12%	14%	→	→
Preservative free wine	20%	22%	18%	→	→	16%	9%	24%	→	↑
Wine from a carbon-neutral winery	8%	10%	10%	→	→	28%	18%	25%	→	→
Biodynamic wine	13%	14%	14%	→	→	8%	16%	16%	→	→
Orange / skin contact wine	6%	7%	7%	→	→	19%	32%	30%	→	→
Pet Nat (Petillant Naturel)	2%	4%	5%	↑	→	26%	17%	29%	→	→

Base = All Sweden regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Alternative Wine Opportunity Index (2/2)

Biodynamic wine has seen a significant increase in consideration and affinity

Swedish Alternative Wine Opportunity Index 2022

	Base = Those who are aware of the following types of wine Future purchase consideration					Base = Those who are aware of the following types of wine Affinity				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	68%	68%	67%	→	→	62%	64%	64%	→	→
Fairtrade wine	55%	59%	61%	→	→	53%	55%	58%	→	→
Sustainably produced wine	60%	65%	68%	↑	→	60%	55%	62%	→	→
Vegan wine	34%	43%	39%	→	→	23%	38%	31%	→	→
Sulphite free wine	44%	41%	49%	→	→	39%	35%	45%	→	→
Natural wine	61%	57%	62%	→	→	56%	54%	60%	→	→
Environmentally friendly wine	57%	56%	62%	→	→	53%	52%	59%	→	→
Vegetarian wine	28%	30%	39%	→	→	31%	29%	27%	→	→
Preservative free wine	52%	54%	62%	↑	→	49%	45%	47%	→	→
Wine from a carbon-neutral winery	54%	55%	59%	→	→	42%	55%	50%	→	→
Biodynamic wine	40%	36%	55%	↑	↑	34%	33%	49%	↑	↑
Orange / skin contact wine	30%	60%	53%	↑	→	20%	41%	35%	→	→
Pet Nat (Petillant Naturel)	19%	17%	39%	→	→	24%	29%	43%	→	→

Base = All Sweden regular wine drinkers (n=1,000)
Grey shading = low sample size
↑ / ↓: Statistically significantly higher / lower than previous waves wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Alternative wine awareness

Awareness of certain alternative wine types is highest among Millennials; Gen Z is less aware of organic and Fairtrade wine

Alternative wine awareness: Gender and age

			Gender		Generation			
	RWD (n=1,000)	Tracking RWD vs '20	Male (n=500)	Female (n=500)	18-24 Gen Z (n=60)	25-39 Millennials (n=205)	40-54 Gen X (n=225)	55+ Boomers (n=510)
Organic wine	80%	→	77%	82%	66%	75%	79%	83%
Fairtrade wine	48%	↓	45%	51%	35%	50%	49%	49%
Sustainably produced wine	37%	→	40%	35%	33%	39%	40%	36%
Natural wine	32%	↑	36%	28%	25%	45%	30%	28%
Environmentally friendly wine	29%	↓	30%	29%	28%	28%	32%	29%
Vegan wine	21%	→	18%	24%	28%	31%	22%	16%
Sulphite free wine	18%	↓	18%	18%	20%	22%	22%	14%
Preservative free wine	18%	→	19%	16%	23%	31%	16%	13%
Biodynamic wine	14%	→	15%	13%	15%	18%	17%	10%
Vegetarian wine	14%	→	15%	12%	25%	18%	15%	10%
Wine from a carbon-neutral winery	10%	→	11%	8%	25%	15%	8%	6%
Orange / skin contact wine	7%	→	8%	7%	13%	12%	10%	4%
Pet Nat (Petillant Naturel)	5%	→	7%	4%	15%	9%	6%	2%
None of these	5%	→	6%	5%	3%	1%	6%	7%

Base = All Sweden regular wine drinkers (n=1,000)
Green / red: Statistically significantly higher / lower than all Sweden regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Alternative wine purchase

Millennials are more likely to purchase most alternative wines; Gen Z is more likely to purchase more eco-friendly wine types

Alternative wine purchase: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=500)	Gender: Female (n=500)	Generation: 18-24 Gen Z (n=60)	Generation: 25-39 Millennials (n=205)	Generation: 40-54 Gen X (n=225)	Generation: 55+ Boomers (n=510)
Organic wine	34%	➡	29%	39%	27%	41%	37%	30%
Fairtrade wine	12%	➡	11%	13%	10%	16%	11%	12%
Sustainably produced wine	9%	➡	10%	7%	16%	10%	10%	6%
Natural wine	10%	➡	12%	8%	11%	20%	10%	6%
Environmentally friendly wine	6%	➡	5%	7%	8%	11%	9%	3%
Vegan wine	4%	➡	2%	6%	11%	7%	4%	2%
Sulphite free wine	4%	➡	4%	3%	7%	5%	6%	2%
Preservative free wine	4%	⬆	5%	4%	7%	9%	4%	2%
Biodynamic wine	2%	➡	2%	2%	5%	6%	1%	1%
Vegetarian wine	2%	➡	2%	2%	0%	5%	2%	1%
Wine from a carbon-neutral winery	2%	➡	3%	2%	12%	6%	0%	1%
Orange / skin contact wine	2%	➡	2%	2%	5%	5%	2%	1%
Pet Nat (Petillant Naturel)	1%	➡	2%	1%	5%	3%	2%	0%
None of these	39%	➡	41%	38%	28%	27%	36%	47%

Base = All Sweden regular wine drinkers (n=1,000)
Green / red: Statistically significantly higher / lower than all Sweden regular wine drinkers at a 95% confidence level
⬆ / ⬇: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Alternative wine affinity

Low sample size makes it difficult to discern significant demographic differences in affinity to alternative wines

Alternative wine affinity: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=500)	Gender: Female (n=500)	Generation: 18-24 Gen Z (n=60)	Generation: 25-39 Millennials (n=205)	Generation: 40-54 Gen X (n=225)	Generation: 55+ Boomers (n=510)
Organic wine	64%	➡	59%	69%	44%	69%	68%	63%
Fairtrade wine	58%	➡	56%	61%	48%	58%	61%	59%
Sustainably produced wine	62%	➡	61%	62%	60%	53%	67%	63%
Natural wine	60%	➡	61%	59%	66%	68%	56%	56%
Environmentally friendly wine	59%	➡	55%	64%	59%	52%	71%	56%
Vegan wine	31%	➡	22%	38%	54%	37%	30%	23%
Sulphite free wine	45%	➡	35%	56%	43%	36%	52%	47%
Preservative free wine	47%	➡	46%	50%	41%	35%	62%	52%
Biodynamic wine	49%	⬆	44%	55%	33%	60%	43%	48%
Vegetarian wine	27%	➡	27%	26%	49%	24%	40%	13%
Wine from a carbon-neutral winery	50%	➡	49%	52%	52%	44%	63%	48%
Orange / skin contact wine	35%	➡	22%	51%	48%	48%	27%	24%
Pet Nat (Petillant Naturel)	43%	➡	44%	42%	45%	69%	37%	9%
None of these	16%	➡	18%	15%	15%	13%	19%	17%

Base = All Sweden regular wine drinkers (n=1,000)
Grey shading = low sample size
Green / red: Statistically significantly higher / lower than all Sweden regular wine drinkers at a 95% confidence level
⬆ / ⬇: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Wine Intelligence net purchase intent experiment

This ongoing experiment shows respondents wines with different claims in a random sequence, including a control bottle showing no claim

Bottles tested:

‘No claim’ bottle (control)

Award Winning

Biodynamic Wine

Cannabis Infused

Carbon Neutral

Environmentally Friendly

Established 1870

Fairtrade

Natural Wine

Organic

Preservative Free

Sulphite Free Wine

Sustainably Produced

Vegan Wine

Vegetarian Wine

‘No claim’ bottle

Bottle with claim (in this case, ‘Natural Wine’)

Purchase intent by wine type

Purchase intent has increased from 2019 for natural, carbon neutral, preservative-free and cannabis-infused wine

Net intent to purchase: Tracking

% who would be likely or very likely to purchase the following wines

		2019 (n=1,000)	2020 (n=500)	2021 (n=1,000)	Tracking vs. '19	Tracking vs. '20
1=	Organic	40%	43%	41%	→	→
1=	Fairtrade	39%	43%	41%	→	→
3	Natural Wine	30%	34%	39%	↑	→
4=	Established 1870	27%	36%	36%	↑	→
4=	Environmentally Friendly	32%	39%	36%	→	→
4=	Sustainably Produced	32%	39%	36%	→	→
7	Award Winning	29%	40%	34%	→	→
8	Carbon Neutral	20%	28%	33%	↑	→
9	Sulphite Free Wine	29%	32%	32%	→	→
10	Control Bottle	22%	29%	31%	↑	→
11	Preservative Free	29%	27%	30%	→	→
12	Biodynamic Wine	32%	30%	28%	→	→
13=	Cannabis Infused	16%	19%	21%	↑	→
13=	Vegan Wine	18%	21%	21%	→	→
15	Vegetarian Wine	18%	23%	19%	→	→

Demographic insights

- Millennials are more likely to have higher purchase intent for a wide range of alternative wine types, including natural wine, carbon neutral wine and cannabis-infused wine
- Boomers contrast, under-indexing for being more likely to buy alternative wine types

Base = All Sweden regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (≥500), Sweden regular wine drinkers

Alternative wine associations

Organic wine has stronger associations with being more environmentally friendly than sustainable wine; more than a quarter of RWDs associate no statements with natural and sustainable wine

Alternative wine associations

% who associate alternative wines with the following statements

	Organic Wine (n=1,000)	Natural Wine (n=1,000)	Sustainable Wine (n=1,000)
More environmentally friendly	44%	22%	34%
Made with fewer chemical additives	33%	27%	19%
More expensive	31%	20%	25%
More ethically responsible	27%	15%	24%
Better for my health	24%	19%	12%
Higher quality	19%	17%	15%
Less processed	16%	22%	12%
Better tasting	15%	19%	10%
More prestigious	13%	13%	13%
Better with food	11%	15%	10%
Better value for money	9%	11%	10%
Less likely to give me a hangover	8%	9%	5%
Worse tasting	7%	7%	7%
None of these	19%	28%	26%

Demographic insights

- Men are more likely than women to consider natural wine to be higher quality, better with food and better value for money
- Younger drinkers (Gen Zs and Millennials) are also more likely to have positive associations with natural wine, including seeing it as more prestigious
- Boomers are more likely to not associate any of the statements with these wine types

Base = All Sweden regular wine drinkers (n=1,000)
Green = Relative strength within each wine type
Red = Relative weakness within each wine type
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), Sweden regular wine drinkers

Market Focus: UK

Opportunities in Alternative Wine

2022

Market focus: UK

Key takeaways

1. UK has second-highest volume of organic wine sold

The UK saw a 12.7% increase in volume of organic wine sold between 2015 and 2020

2. Despite this, it ranks 12th in Organic Wine Opportunity Index

This is due to relatively low connection levels with alternative wines, though this is improving

3. Best opportunities are in sustainably produced wine

The UK ranks seventh in the Sustainably Produced Wine Opportunity Index

4. Awareness of top alternative wine types has increased

This shows the alternative wine is close to or already breaking into the mainstream in the UK market with significant increases in awareness since 2019

5. Men more likely to be aware of and buy natural wine

A quarter of male RWDs are aware of natural wine, compared to 16% of women

Total market share: Organic wine

The UK ranks second for organic wine by volume; total volume in the market has grown from 2015 to 2020

6.5% of wine sold in the market is organic, making it the joint-third ranked market by proportion of total wine

Total organic wine market share

(000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine as defined in each market

Opportunity Index by wine type

The best opportunities in the UK lie in sustainably produced wine, with the market ranking seventh in the opportunity index

Despite ranking second by amount of organic wine sold, the UK only ranks 12th in terms of opportunity

Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

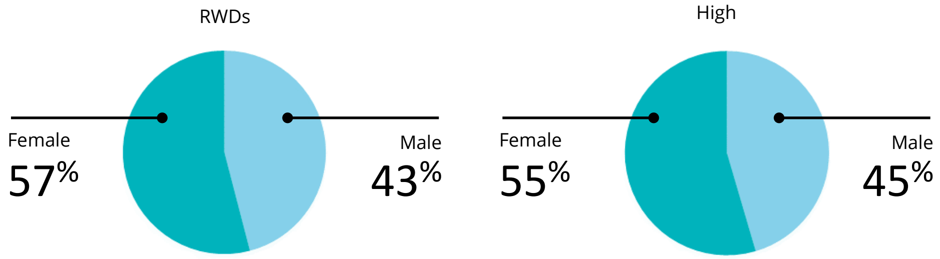
		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 17,837), Global regular wine drinkers

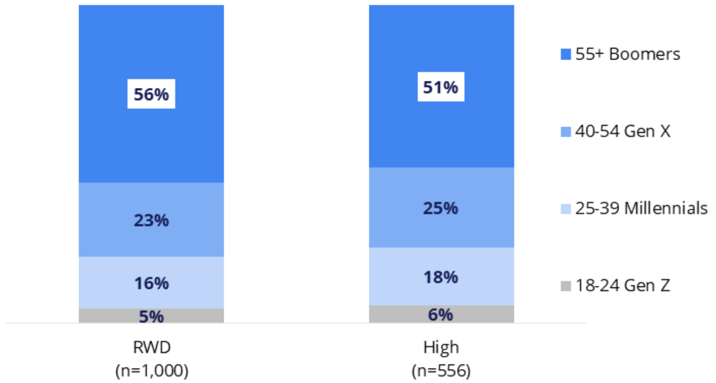
Demographics: High connection to sustainability

No significant demographic differences between RWDs and those with high connection to sustainability*, however they are more likely to buy alternative wines

Gender



Age groups



Alternative wine awareness: Top 5

	RWD (n=1,000)	High (n=556)
Organic wine	60%	62%
Fairtrade wine	55%	61%
Sustainably produced wine	30%	39%
Vegan wine	27%	31%
Sulphite free wine	24%	29%

Alternative wine purchase: Top 5

	RWD (n=1,000)	High (n=556)
Fairtrade wine	12%	18%
Organic wine	8%	13%
Natural wine	7%	11%
Sustainably produced wine	6%	9%
Environmentally friendly wine	5%	8%

*High connection to sustainability is defined as those who **agree or agree strongly with five or more sustainability statements**

Base = All UK regular wine drinkers with a high connection to sustainability (n=556)
Green / red: Statistically significantly higher / lower than all UK regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), UK regular wine drinkers

Attitudes towards sustainability in general (1/2)

Male RWDs in the UK are more likely to think wine is an inherently sustainable product; Millennials are more likely to agree with a range of statements

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

General sustainability attitudes	RWD (n=1,000)	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
I am willing to give up convenience in return for a product that is sustainably produced	40%	42%	39%	51%	49%	45%	35%
I am willing to pay more for a product that is sustainably produced	38%	37%	39%	52%	50%	44%	31%
I always buy sustainable products where possible	39%	38%	39%	57%	47%	42%	33%
I expect the brands I buy to support social causes	38%	39%	36%	46%	51%	46%	29%
I worry about climate change and try to minimize my personal impact	62%	64%	61%	57%	62%	63%	63%

Attitudes to sustainable wine	RWD (n=1,000)	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
I'm willing to pay more for sustainable wine	35%	37%	34%	52%	53%	40%	26%
Sustainable wine is always organically produced	25%	29%	22%	40%	40%	33%	16%
Sustainable wine has less chemicals than other wine	41%	44%	39%	46%	44%	46%	38%
Wine is a more sustainable product compared with other drinks	36%	44%	30%	44%	43%	32%	34%
I will always buy sustainable wines when given the choice	28%	32%	26%	43%	41%	36%	20%
I only trust the sustainability of wines if they have official certification	43%	48%	39%	55%	44%	47%	40%

Base = All UK regular wine drinkers (n=1,000)
Grey shading = sample size below 50
Green / red: Statistically significantly higher / lower than all UK regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), UK regular wine drinkers

Attitudes towards sustainability in general (2/2)

There are fewer demographic differences with these statements

General attitudes towards sustainability: By gender and age

% who agree with each of the following statements

Attitudes to sustainable food	RWD (n=1,000)	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
I try to buy food that is grown or produced locally (in the region where I live)	49%	52%	47%	54%	46%	45%	52%
I actively eat more / exclusively vegetarian or vegan food	29%	24%	33%	36%	46%	39%	19%

Wine packaging and sustainability	RWD (n=1,000)	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
Glass wine bottles are a sustainable form of wine packaging	62%	65%	60%	56%	58%	61%	64%
Wine in a bag-in-box is a sustainable form of wine packaging	33%	35%	32%	47%	39%	39%	28%

Base = All UK regular wine drinkers (n=1,000)
Grey shading = low sample size
Green / red: Statistically significantly higher / lower than all UK regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), UK regular wine drinkers

Alternative Wine Opportunity Index by wine type 2022

Fairtrade wine tops the Opportunity Index; sustainably produced wine has climbed the ranks over the past two waves; natural wine has dropped significantly from 2021

UK Alternative Wine Opportunity Index 2022

		UK Alternative Wine Opportunity Index				
		2022 opportunity index	2021 score difference	2020 score difference	2021 rank differnce	2020 rank differnce
1	Fairtrade wine	52.7	-0.2	6.3	=	=
2	Sustainably produced wine	44.9	1.7	8.8	2⬆	1⬆
3	Organic wine	44.2	-0.7	4.7	=	-1⬇
4	Environmentally friendly wine	42.2	1.9	10.0	1⬆	1⬆
5	Natural wine	41.6	-3.6	7.7	-3⬇	-1⬇
6	Wine from a carbon-neutral winery	33.4	-2.1	2.7	=	1⬆
7	Sulphite free wine	32.1	-2.2	2.5	1⬆	1⬆
8	Orange / skin contact wine	30.9	2.8	6.5	2⬆	3⬆
9	Preservative free wine	28.7	-6.1	-2.6	-2⬇	-3⬇
10	Vegan wine	27.8	0.3	3.6	2⬆	2⬆
11	Biodynamic wine	26.4	-1.6	0.3	=	-2⬇
12	Vegetarian wine	25.1	0.0	3.1	1⬆	1⬆
13	Pet Nat (Petillant Naturel)	21.9	-9.3	-2.6	-4⬇	-3⬇

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All UK regular wine drinkers (n=1,000)
⬆ / ⬇: Rank changed higher / lower than previous wave
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Alternative Wine Opportunity Index (1/2)

Awareness of most alternative wine types has increased from 2019; conversion rates have remained broadly stable with the exception of natural wine, which has almost doubled its audience since 2019

UK Alternative Wine Opportunity Index 2022

	Base = All sample					Base = Those who are aware of the following types of wine				
	Awareness					Sought to purchase				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	51%	59%	60%	↑	→	12%	15%	14%	→	→
Fairtrade wine	45%	53%	55%	↑	→	20%	24%	22%	→	→
Sustainably produced wine	17%	29%	30%	↑	→	18%	23%	20%	→	→
Vegan wine	17%	28%	27%	↑	→	17%	14%	19%	→	→
Sulphite free wine	20%	27%	24%	→	→	14%	13%	18%	→	→
Natural wine	13%	24%	20%	↑	↓	22%	36%	37%	↑	→
Environmentally friendly wine	13%	22%	18%	↑	↓	25%	27%	29%	→	→
Vegetarian wine	15%	18%	17%	→	→	13%	16%	16%	→	→
Preservative free wine	11%	17%	15%	↑	→	14%	17%	16%	→	→
Wine from a carbon-neutral winery	5%	12%	10%	↑	→	20%	24%	20%	→	→
Biodynamic wine	5%	7%	6%	→	→	18%	29%	25%	→	→
Orange / skin contact wine	4%	8%	5%	→	↓	29%	33%	41%	→	→
Pet Nat (Petillant Naturel)	3%	4%	5%	↑	→	37%	32%	22%	→	→

Base = All UK regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Alternative Wine Opportunity Index (2/2)

Consideration has remained stable; affinity for Fairtrade and sustainably produced wine has increased, while preservative-free wine has recorded a drop

UK Alternative Wine Opportunity Index 2022

	Base = Those who are aware of the following types of wine – Future purchase consideration					Base = Those who are aware of the following types of wine – Affinity				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Organic wine	49%	53%	51%	→	→	40%	44%	43%	→	→
Fairtrade wine	63%	69%	65%	→	→	58%	64%	64%	↑	→
Sustainably produced wine	63%	68%	69%	→	→	56%	61%	66%	↑	→
Vegan wine	34%	40%	35%	→	→	33%	30%	31%	→	→
Sulphite free wine	49%	58%	53%	→	→	41%	45%	41%	→	→
Natural wine	61%	67%	61%	→	→	52%	64%	60%	→	→
Environmentally friendly wine	55%	64%	65%	→	→	48%	59%	68%	↑	→
Vegetarian wine	32%	40%	41%	→	→	31%	32%	32%	→	→
Preservative free wine	56%	63%	55%	→	→	54%	54%	40%	↓	↓
Wine from a carbon-neutral winery	66%	64%	66%	→	→	51%	56%	53%	→	→
Biodynamic wine	43%	49%	48%	→	→	47%	41%	40%	→	→
Orange / skin contact wine	44%	47%	54%	→	→	35%	39%	43%	→	→
Pet Nat (Petillant Naturel)	33%	52%	47%	→	→	37%	51%	30%	→	↓

Base = All UK regular wine drinkers (n=1,000)
↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Alternative wine awareness

Millennials are more likely to be aware of most types of alternative wine, with the exception of organic and Fairtrade wine; men are more likely to be aware of natural wine

Alternative wine awareness: Gender and age

Natural wine	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
Organic wine	60%	→	59%	60%	41%	46%	62%	64%
Fairtrade wine	55%	→	53%	57%	24%	46%	58%	59%
Sustainably produced wine	30%	→	34%	28%	18%	28%	33%	31%
Vegan wine	27%	→	24%	30%	28%	40%	31%	22%
Sulphite free wine	24%	→	25%	23%	6%	23%	26%	25%
Natural wine	20%	↓	26%	16%	30%	33%	25%	14%
Environmentally friendly wine	18%	↓	22%	15%	24%	26%	18%	15%
Vegetarian wine	17%	→	15%	19%	22%	22%	17%	16%
Preservative free wine	15%	→	18%	13%	25%	16%	15%	14%
Wine from a carbon-neutral winery	10%	→	11%	10%	17%	19%	12%	6%
Biodynamic wine	6%	→	8%	5%	11%	11%	8%	3%
Orange / skin contact wine	5%	↓	7%	3%	8%	12%	5%	3%
Pet Nat (Petillant Naturel)	5%	→	8%	2%	11%	12%	5%	2%
None of these	7%	→	7%	6%	8%	6%	5%	8%

Base = All UK regular wine drinkers (n=1,000)
Grey shading = low sample size
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Alternative wine purchase

Purchase rates are highest for Millennials, even with wine types they were less aware of; men are also more likely to purchase natural wine

Alternative wine purchase: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
Organic wine	8%	→	9%	8%	14%	13%	13%	4%
Fairtrade wine	12%	→	15%	10%	8%	15%	18%	9%
Sustainably produced wine	6%	→	8%	5%	2%	8%	8%	5%
Vegan wine	5%	→	6%	4%	9%	12%	8%	2%
Sulphite free wine	4%	→	5%	4%	4%	9%	7%	2%
Natural wine	7%	→	12%	4%	15%	15%	11%	3%
Environmentally friendly wine	5%	→	7%	4%	12%	12%	7%	2%
Vegetarian wine	3%	→	2%	3%	2%	8%	5%	1%
Preservative free wine	2%	→	3%	2%	10%	4%	3%	1%
Wine from a carbon-neutral winery	2%	→	4%	1%	4%	5%	3%	1%
Biodynamic wine	1%	→	2%	1%	0%	4%	3%	0%
Orange / skin contact wine	2%	→	4%	1%	4%	6%	2%	1%
Pet Nat (Petillant Naturel)	1%	→	2%	0%	0%	3%	2%	0%
None of these	56%	→	52%	58%	24%	35%	51%	66%

Base = All UK regular wine drinkers (n=1,000)
Grey shading = low sample size
Green / red: Statistically significantly higher / lower than all UK regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Alternative wine affinity

Low sample sizes makes it difficult to discern significant demographic differences for affinity

Alternative wine affinity: Gender and age

	RWD (n=1,000)	Tracking RWD vs '20	Gender: Male (n=428)	Gender: Female (n=572)	Generation: 18-24 Gen Z (n=47)	Generation: 25-39 Millennials (n=164)	Generation: 40-54 Gen X (n=231)	Generation: 55+ Boomers (n=558)
Organic wine	43%	→	38%	47%	68%	53%	48%	38%
Fairtrade wine	64%	→	65%	64%	57%	65%	69%	62%
Sustainably produced wine	66%	→	63%	70%	64%	64%	69%	66%
Vegan wine	31%	→	29%	31%	25%	45%	38%	20%
Sulphite free wine	41%	→	31%	48%	0%	53%	33%	42%
Natural wine	60%	→	60%	60%	46%	67%	60%	57%
Environmentally friendly wine	68%	→	73%	62%	68%	71%	68%	66%
Vegetarian wine	32%	→	23%	37%	34%	40%	40%	24%
Preservative free wine	40%	↓	41%	38%	33%	33%	40%	43%
Wine from a carbon-neutral winery	53%	→	48%	57%	55%	37%	46%	72%
Biodynamic wine	40%	→	33%	49%	17%	40%	54%	33%
Orange / skin contact wine	43%	→	47%	37%	23%	51%	48%	34%
Pet Nat (Petillant Naturel)	30%	↓	35%	14%	35%	30%	20%	37%
None of these	25%	↓	27%	24%	8%	16%	23%	30%

Base = All UK regular wine drinkers (n=1,000)
Grey shading = low sample size
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Wine Intelligence net purchase intent experiment

This ongoing experiment shows respondents wines with different claims in a random sequence, including a control bottle showing no claim

Bottles tested:

‘No claim’ bottle (control)

Award Winning

Biodynamic Wine

Cannabis Infused

Carbon Neutral

Environmentally Friendly

Established 1870

Fairtrade

Natural Wine

Organic

Preservative Free

Sulphite Free Wine

Sustainably Produced

Vegan Wine

Vegetarian Wine

‘No claim’ bottle

Bottle with claim (in this case, ‘Natural Wine’)

Purchase intent of wine types

Purchase intent has increased for 2019 for most alternative wine types, with the exception of biodynamic wine which has decreased

Net intent to purchase: tracking

% who would be likely or very likely to purchase the following wines

		2019 (n=1,000)	2020 (n=1,000)	2021 (n=1,000)	Tracking vs. '19	Tracking vs. '20
1=	Award Winning	47%	61%	56%	↑	↓
1=	Fairtrade	48%	58%	56%	↑	→
3	Established 1870	40%	58%	50%	↑	↓
4=	Sustainably Produced	44%	52%	48%	→	→
4=	Environmentally Friendly	43%	50%	48%	↑	→
6=	Natural Wine	37%	51%	44%	↑	↓
6=	Control Bottle	33%	47%	44%	↑	→
8=	Organic	37%	43%	42%	↑	→
8=	Carbon Neutral	29%	40%	42%	↑	→
10	Preservative Free	38%	41%	39%	→	→
11	Sulphite Free Wine	36%	39%	37%	→	→
12	Vegetarian Wine	20%	26%	24%	↑	→
13	Biodynamic Wine	24%	26%	23%	↓	→
14=	Cannabis Infused	23%	23%	22%	→	→
14=	Vegan Wine	23%	24%	22%	→	→

Demographic insights

- Millennials had higher purchase intent for a wide range of alternative wine types, including biodynamic wine, carbon neutral wine, organic wine and sulphite-free wine
- Biodynamic wine does not appeal to boomers, with a larger proportion less likely to buy it; the same is true for vegan and vegetarian wines

Base = All UK regular wine drinkers (n=1,000)

↑ / ↓: Statistically significantly higher / lower than previous waves at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=1,000), UK regular wine drinkers

Alternative wine associations

Unsurprisingly, sustainable wine is seen as more environmentally friendly and ethically responsible; organic wine is viewed as more expensive

Alternative wine associations

% who associate alternative wines with the following statements

	Organic Wine (n=1,000)	Natural Wine (n=1,000)	Sustainable Wine (n=1,000)
More environmentally friendly	33%	24%	44%
More expensive	39%	26%	28%
Made with fewer chemical additives	38%	33%	17%
More ethically responsible	26%	19%	42%
Less processed	26%	31%	18%
Better for my health	20%	21%	8%
Higher quality	15%	12%	8%
Better tasting	10%	12%	7%
Better with food	7%	10%	6%
More prestigious	8%	7%	7%
Less likely to give me a hangover	7%	9%	5%
Better value for money	4%	8%	8%
Worse tasting	5%	6%	5%
None of these	17%	21%	18%

Demographic insights

- Millennials are more likely to consider organic and natural wine to be higher quality; they also consider natural wine to be better tasting and more prestigious
- Men are more likely to consider natural wine better with food and better value for money, but also worse tasting

Base = All UK regular wine drinkers (n=1,000)
Green = Relative strength within each wine type
Red = Relative weakness within each wine type
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=1,000), UK regular wine drinkers

Market Focus: US

Opportunities in Alternative Wine

2022

Market focus: US

Key takeaways

1. Third-biggest market for organic wine by volume

Although the volume of organic wine sold in the US only represents 1.8% of the market share

2. Men and the young are more sustainably-minded

Male, Gen Z and Millennial RWDs are more likely to agree with sustainability statements; they are also more likely to use cannabis products

3. Natural wine tops Opportunity Index

Natural wine has seen increases to its index score compared to the 2021 index

4. Natural wine purchase rates are increasing

This goes against the trend of long-term decrease in awareness of natural wine and is the only alternative wine style to see a long and short-term increase in purchase

Total market share: Organic wine

The US ranks third in volume of organic wine sold, with just over 10% CAGR growth 2015-20

However, proportionally this is only 1.8% of the total wine sold in the market, with the high volumes reflective of the large size of the US market rather than organic wine being particularly widespread

Total organic wine market share
(000s 9-litre cases)

		2019	2020	CAGR 15-20	% of total volume
1	Germany	12605	14270	3.9%	6.5%
2	United Kingdom	6728	7525	12.7%	6.5%
3	United States	5595	5750	10.7%	1.8%
4	Sweden	4447	5125	8.0%	23.4%
5	Japan	3550	3300	0.3%	9.8%
6=	Australia	830	1000	28.4%	2.0%
6=	China	1100	1000	14.9%	1.2%
8	Argentina	520	495	-0.1%	0.5%
9	New Zealand	350	400	26.2%	4.3%
10	Canada	365	376	2.9%	0.8%
11	South Korea	220	280	11.7%	5.3%
12	Portugal	267	230	0.8%	0.6%
13	Hong Kong	194	182	2.9%	5.4%
14	Brazil	81	78	3.2%	0.2%
15	Ireland	25	45	42.3%	0.5%
16	Singapore	25	30	9.0%	2.3%

Source: IWSR
Organic wine is as defined in each market

Opportunity Index by wine type

The US ranks highest for opportunities in natural wine at sixth; its weakest position is for sustainably produced wine, where the market ranks 11th

Global Opportunity Indices

Organic wine

		2022 opportunity index
1	China	66.9
2	Sweden	65.8
3	Germany	54.2
4	South Korea	51.6
5	Japan	50.0
6	Ireland	48.9
7	US	48.5
8	Canada	47.5
9	Hong Kong	47.3
10	Brazil	46.9
11	Singapore	45.0
12	UK	44.2
13	Argentina	43.2
14	New Zealand	42.9
15	Australia	41.1
16	Portugal	28.9

Sustainably produced wine

		2022 opportunity index
1	Brazil	54.7
2	China	54.0
3	Germany	51.3
4=	Argentina	46.4
4=	Sweden	46.4
6	Singapore	45.3
7	UK	44.9
8	Portugal	43.7
9=	Canada	43.0
9=	Ireland	43.0
11	US	42.9
12	Australia	42.7
13	New Zealand	41.1
14	South Korea	40.1
15	Hong Kong	39.4
16	Japan	31.7

Natural wine

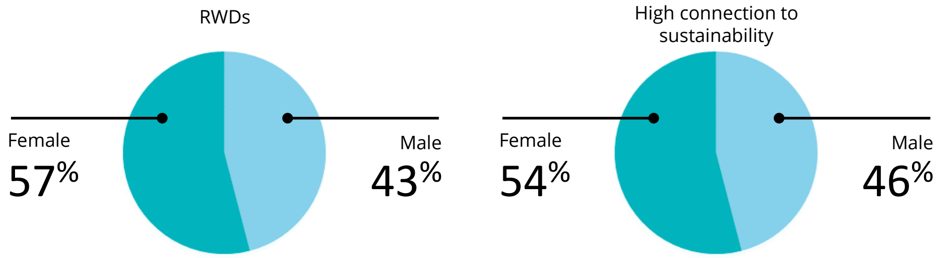
		2022 opportunity index
1	Brazil	64.5
2	China	62.2
3	Argentina	59.4
4	Hong Kong	58.7
5	Singapore	57.6
6	US	53.9
7	Portugal	51.3
8	Australia	50.7
9	New Zealand	47.4
10	Canada	46.6
11	Japan	45.2
12=	Ireland	44.7
12=	Sweden	44.7
14	South Korea	42.8
15	UK	41.6
16	Germany	40.8

Source: Wine Intelligence, Vinitrac®, Oct '21, (n= 17,837), Global regular wine drinkers

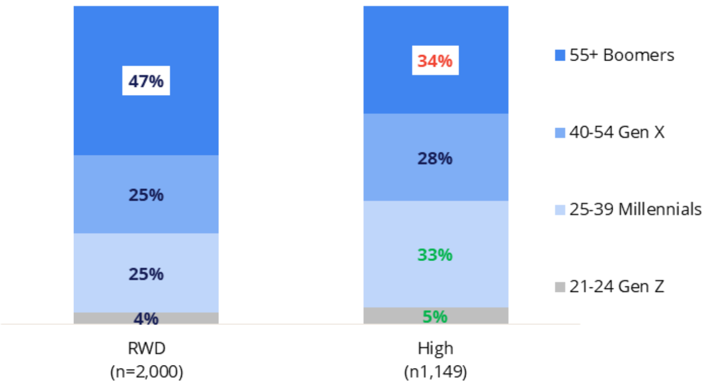
Demographics: High connection to sustainability

US regular wine drinkers with a high connection to sustainability* are more likely to be younger and to be aware of and purchase alternative wines

Gender



Age groups



Alternative wine awareness: Top 5

	RWD (n=2,000)	High (n=1,149)
Organic wine	**42%**	**46%**
Natural wine	**30%**	**39%**
Sustainably produced wine	**22%**	**29%**
Sulphite free wine	**22%**	**24%**
Preservative free wine	**18%**	**23%**

Alternative wine purchase: Top 5

	RWD (n=2,000)	High (n=1,149)
Natural wine	**16%**	**22%**
Organic wine	**13%**	**19%**
Sustainably produced wine	**6%**	**10%**
Environmentally friendly wine	**6%**	**10%**
Lower alcohol wine	**5%**	**8%**

*High connection to sustainability is defined as those who **agree or agree strongly with five or more sustainability statements**

Base = All US regular wine drinkers with a high connection to sustainability (n=1,149)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=2,000), US regular wine drinkers

Attitudes towards sustainability in general (1/2)

Male RWDs are more likely to agree with sustainability statements; older RWDs are less likely to agree

General attitudes towards sustainability: By gender, age and involvement

% who agree with each of the following statements

General sustainability attitude	RWD (n=2,000)	Gender: Male (n=861)	Gender: Female (n=1,139)	Generation: 21-24 Gen Z (n=74)	Generation: 25-39 Millennials (n=496)	Generation: 40-54 Gen X (n=496)	Generation: 55+ Boomers (n=934)
I am willing to give up convenience in return for a product that is sustainably produced	40%	45%	36%	53%	60%	49%	24%
I am willing to pay more for a product that is sustainably produced	41%	46%	38%	51%	62%	52%	24%
I always buy sustainable products where possible	39%	45%	34%	48%	60%	47%	22%
I expect the brands I buy to support social causes	39%	46%	34%	55%	60%	47%	23%
I worry about climate change and try to minimize my personal impact	58%	59%	57%	54%	66%	58%	53%

Attitude to sustainable wine	RWD (n=2,000)	Gender: Male (n=861)	Gender: Female (n=1,139)	Generation: 21-24 Gen Z (n=74)	Generation: 25-39 Millennials (n=496)	Generation: 40-54 Gen X (n=496)	Generation: 55+ Boomers (n=934)
I'm willing to pay more for sustainable wine	39%	44%	34%	53%	60%	47%	22%
Sustainable wine is always organically produced	32%	39%	26%	56%	52%	41%	14%
Sustainable wine has less chemicals than other wine	49%	51%	46%	57%	65%	54%	36%
Wine is a more sustainable product compared with other drinks	45%	53%	39%	59%	61%	49%	34%
I will always buy sustainable wines when given the choice	34%	42%	27%	41%	57%	42%	17%
I only trust the sustainability of wines if they have official certification	42%	47%	38%	53%	60%	46%	29%

Base = All US regular wine drinkers (n=2,000)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=2,000), US regular wine drinkers

Attitudes towards sustainability in general (2/2)

Use of cannabis products and positive views towards them are more prevalent among men and younger RWDs

General attitudes towards sustainability: By gender, age and involvement

% who agree with each of the following statements

Attitude to sustainable food	RWD (n=2,000)	Gender: Male (n=861)	Gender: Female (n=1,139)	Generation: 21-24 Gen Z (n=74)	Generation: 25-39 Millennials (n=496)	Generation: 40-54 Gen X (n=496)	Generation: 55+ Boomers (n=934)
I try to buy food that is grown or produced locally (in the region where I live)	58%	58%	58%	59%	67%	63%	51%
I actively eat more / exclusively vegetarian or vegan food	30%	34%	26%	49%	49%	35%	15%

Wine packaging and sustainability	RWD (n=2,000)	Gender: Male (n=861)	Gender: Female (n=1,139)	Generation: 21-24 Gen Z (n=74)	Generation: 25-39 Millennials (n=496)	Generation: 40-54 Gen X (n=496)	Generation: 55+ Boomers (n=934)
Glass wine bottles are a sustainable form of wine packaging	56%	60%	54%	61%	67%	58%	50%
Wine in a bag-in-box is a sustainable form of wine packaging	38%	44%	34%	55%	52%	44%	26%

Cannabis	RWD (n=2,000)	Gender: Male (n=861)	Gender: Female (n=1,139)	Generation: 21-24 Gen Z (n=74)	Generation: 25-39 Millennials (n=496)	Generation: 40-54 Gen X (n=496)	Generation: 55+ Boomers (n=934)
I am using cannabis products	31%	37%	26%	49%	49%	42%	13%
I think cannabis products are a good alternative to alcoholic beverages	34%	40%	30%	56%	54%	44%	17%

Base = All US regular wine drinkers (n=2,000)

Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Oct '21, (n=2,000), US regular wine drinkers

Alternative Wine Opportunity Index by wine type 2022

Opportunities for alternative wine in the US market have remain relatively stable when compared with 2021 scores; natural wine and organic wine rank top by some distance

US Alternative Wine Opportunity Index 2022

		US Alternative Wine Opportunity Index				
		2022 opportunity index	2021 score difference	2020 score difference	2021 rank differnce	2020 rank differnce
1	Natural wine	53.9	3.3	-1.0	=	=
2	Organic wine	48.5	0.8	-2.9	=	=
3=	Sustainably produced wine	42.9	-2.4	-4.0	=	=
3=	Environmentally friendly wine	42.9	0.0	-4.0	=	=
5	Fairtrade wine	38.6	-1.4	-5.4	=	=
6	Wine from a carbon-neutral winery	38.4	0.9	-0.9	1⬆	3⬆
7	Preservative free wine	38.0	0.2	-4.1	-1⬇	=
8	Sulphite free wine	37.5	0.8	-4.7	=	-2⬇
9	Cannabis infused wine	37.4	1.9	n/a	=	n/a
10	Biodynamic wine	33.7	4.5	-0.4	1⬆	=
11	Orange / skin contact wine	33.6	0.7	-7.0	-1⬇	-3⬇
12	Pet Nat (Petillant Naturel)	32.5	4.8	-1.1	=	=
13	Vegetarian wine	30.3	2.9	-3.6	=	-2⬇
14	Vegan wine	26.6	0.7	-5.9	=	-1⬇

An explanation of how our Opportunity Index is calculated can be found on **slide 18**

Base = All US regular wine drinkers (n=2,000)

⬆ / ⬇: Rank changed higher / lower than previous wave

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=2,000), US regular wine drinkers

Alternative Wine Opportunity Index (1/2)

Awareness of top alternative wines has decreased from 2019; natural wine has been a success story when it comes to conversion, increasing significantly from 2019 and 2020

US Alternative Wine Opportunity Index 2022

	Base = All sample					Base = Those who are aware of the following types of wine				
	Awareness					Sought to purchase				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Natural wine	34%	31%	30%	↓	→	45%	41%	53%	↑	↑
Organic wine	46%	44%	42%	↓	→	30%	28%	31%	→	→
Sustainably produced wine	28%	24%	22%	↓	→	27%	26%	29%	→	→
Environmentally friendly wine	23%	24%	17%	↓	↓	32%	30%	37%	→	↑
Fairtrade wine	19%	18%	13%	↓	↓	30%	27%	26%	→	→
Wine from a carbon-neutral winery	9%	11%	11%	→	→	39%	33%	39%	→	→
Preservative free wine	22%	17%	18%	↓	→	30%	25%	29%	→	→
Sulphite free wine	24%	23%	22%	→	→	24%	20%	24%	→	→
Cannabis infused wine	n/a	15%	13%	n/a	↓	n/a	25%	33%	n/a	↑
Biodynamic wine	7%	7%	8%	→	→	41%	35%	39%	→	→
Orange / skin contact wine	10%	8%	8%	↓	→	45%	34%	40%	→	→
Pet Nat (Petillant Naturel)	5%	5%	5%	↓	→	43%	39%	38%	→	→
Vegetarian wine	9%	7%	8%	↓	→	36%	32%	34%	→	→
Vegan wine	11%	12%	13%	→	→	29%	23%	25%	→	→

Base = All US regular wine drinkers (n=2,000)

↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=2,000), US regular wine drinkers

Alternative Wine Opportunity Index (2/2)

Consideration has dropped for several alternative wines from 2019; affinity has remained broadly stable

US Alternative Wine Opportunity Index 2022

	Base = Those who are aware of the following types of wine					Base = Those who are aware of the following types of wine				
	Future purchase consideration					Affinity				
	2019	2020	2021	Tracking vs '19	Tracking vs '20	2019	2020	2021	Tracking vs '19	Tracking vs '20
Natural wine	76%	70%	74%	→	→	75%	69%	73%	→	→
Organic wine	70%	67%	66%	→	→	62%	56%	59%	→	→
Sustainably produced wine	74%	75%	68%	↓	↓	68%	68%	64%	→	→
Environmentally friendly wine	74%	69%	67%	↓	→	71%	61%	65%	→	→
Fairtrade wine	74%	70%	65%	↓	→	68%	60%	63%	→	→
Wine from a carbon-neutral winery	68%	64%	62%	→	→	57%	58%	58%	→	→
Preservative free wine	70%	67%	61%	↓	→	59%	56%	56%	→	→
Sulphite free wine	70%	61%	60%	↓	→	63%	52%	54%	↓	→
Cannabis infused wine	n/a	59%	62%	n/a	→	n/a	54%	57%	n/a	→
Biodynamic wine	58%	53%	57%	→	→	49%	40%	48%	→	→
Orange / skin contact wine	70%	55%	52%	↓	→	59%	51%	51%	→	→
Pet Nat (Petillant Naturel)	58%	42%	51%	→	→	47%	40%	52%	→	→
Vegetarian wine	58%	44%	48%	→	→	49%	40%	45%	→	→
Vegan wine	55%	43%	41%	↓	→	46%	35%	36%	↓	→

Base = All US regular wine drinkers (n=2,000)
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=2,000), US regular wine drinkers

Alternative wine awareness

Awareness is highest among Millennials for nearly all alternative wine types; organic wine is the exception with higher awareness among Boomers

Alternative wine awareness: Gender and age

			Gender		Generation			
	RWD (n=2,000)	Tracking RWD vs '20	Male (n=861)	Female (n=1,139)	21-24 Gen Z (n=74)	25-39 Millennials (n=496)	40-54 Gen X (n=496)	55+ Boomers (n=934)
Organic wine	42%	→	41%	43%	34%	40%	38%	46%
Natural wine	30%	→	33%	27%	38%	41%	36%	20%
Sustainably produced wine	22%	→	24%	21%	18%	26%	23%	21%
Sulphite free wine	22%	→	20%	23%	17%	23%	18%	24%
Preservative free wine	18%	→	18%	17%	19%	24%	21%	13%
Environmentally friendly wine	17%	↓	20%	15%	22%	23%	17%	13%
Fairtrade wine	13%	↓	14%	13%	10%	17%	12%	12%
Vegan wine	13%	→	15%	12%	31%	21%	16%	6%
Cannabis infused wine	13%	↓	14%	12%	16%	20%	16%	7%
Wine from a carbon-neutral winery	11%	→	15%	9%	20%	17%	15%	6%
Biodynamic wine	8%	→	11%	5%	17%	13%	9%	3%
Vegetarian wine	8%	→	9%	7%	19%	13%	9%	3%
Orange / skin contact wine	8%	→	11%	5%	17%	12%	11%	3%
Pet Nat (Petillant Naturel)	5%	→	6%	3%	12%	7%	8%	1%
None of these	22%	→	19%	24%	6%	11%	20%	30%

Base = All US regular wine drinkers (n=2,000)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct 20' (n=xxx), Oct '21, (n=2,000), US regular wine drinkers

Alternative wine purchase

Purchase rates are also higher among Millennials

Alternative wine purchase: Gender and age

	RWD (n=2,000)	Tracking RWD vs '20	Gender: Male (n=861)	Gender: Female (n=1,139)	Generation: 21-24 Gen Z (n=74)	Generation: 25-39 Millennials (n=496)	Generation: 40-54 Gen X (n=496)	Generation: 55+ Boomers (n=934)
Organic wine	13%	→	16%	11%	16%	20%	15%	8%
Natural wine	16%	↑	19%	13%	23%	24%	20%	9%
Sustainably produced wine	6%	→	7%	6%	13%	9%	8%	3%
Sulphite free wine	5%	→	6%	5%	8%	9%	5%	3%
Preservative free wine	5%	→	6%	4%	8%	9%	5%	3%
Environmentally friendly wine	6%	→	9%	4%	7%	10%	9%	3%
Fairtrade wine	3%	↓	4%	3%	1%	6%	4%	2%
Vegan wine	3%	→	5%	2%	15%	7%	3%	0%
Cannabis infused wine	4%	→	5%	3%	6%	8%	6%	1%
Wine from a carbon-neutral winery	4%	→	6%	3%	7%	8%	7%	1%
Biodynamic wine	3%	→	4%	2%	8%	6%	4%	1%
Vegetarian wine	3%	→	4%	2%	8%	5%	3%	1%
Orange / skin contact wine	3%	→	4%	2%	8%	6%	4%	1%
Pet Nat (Petillant Naturel)	2%	→	3%	1%	5%	4%	3%	0%
None of these	34%	↓	30%	38%	11%	20%	28%	47%

Base = All US regular wine drinkers (n=2,000)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=2,000), US regular wine drinkers

Alternative wine affinity

There is little demographic difference when it comes to affinity

Alternative wine affinity: Gender and age

	RWD	Tracking RWD	Gender		Generation			
			Male	Female	21-24 Gen Z	25-39 Millennials	40-54 Gen X	55+ Boomers
	(n=2,000)	vs '20	(n=861)	(n=1,139)	(n=74)	(n=496)	(n=496)	(n=934)
Organic wine	59%	→	58%	59%	55%	67%	65%	52%
Natural wine	73%	→	72%	73%	69%	72%	75%	72%
Sustainably produced wine	64%	→	61%	66%	60%	66%	64%	62%
Sulphite free wine	54%	→	47%	58%	46%	54%	67%	49%
Preservative free wine	56%	→	55%	57%	50%	50%	59%	61%
Environmentally friendly wine	65%	→	65%	66%	48%	62%	76%	63%
Fairtrade wine	63%	→	61%	65%	69%	62%	61%	65%
Vegan wine	36%	→	41%	31%	46%	43%	36%	17%
Cannabis infused wine	57%	→	61%	53%	23%	58%	63%	53%
Wine from a carbon-neutral winery	58%	→	58%	57%	25%	59%	68%	50%
Biodynamic wine	48%	→	41%	60%	7%	48%	61%	49%
Vegetarian wine	45%	→	49%	41%	35%	53%	50%	24%
Orange / skin contact wine	51%	→	53%	47%	72%	48%	53%	41%
Pet Nat (Petillant Naturel)	52%	→	57%	45%	40%	51%	57%	45%
None of these	20%	→	20%	21%	10%	9%	16%	32%

Base = All US regular wine drinkers (n=2,000)
Grey shading = sample size below 50
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
⬆ / ⬇: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=2,000), US regular wine drinkers

Wine Intelligence net purchase intent experiment

This ongoing experiment shows respondents wines with different claims in a random sequence, including a control bottle showing no claim

Bottles tested:

‘No claim’ bottle (control)

Award Winning

Biodynamic Wine

Cannabis Infused

Carbon Neutral

Environmentally Friendly

Established 1870

Fairtrade

Natural Wine

Organic

Preservative Free

Sulphite Free Wine

Sustainably Produced

Vegan Wine

Vegetarian Wine

‘No claim’ bottle

Bottle with claim (in this case, ‘Natural Wine’)

Purchase intent of wine types

Natural wine has the second highest net intent to purchase, but has declined from 2019; other alternative wine types like environmentally friendly wine have also decreased

Net intent to purchase: tracking

% who would be likely or very likely to purchase the following wines

		2019 (n=2,000)	2020 (n=2,000)	2021 (n=2,000)	Tracking vs. '19	Tracking vs. '20
1	Award Winning	**61%**	**62%**	**56%**	↓	↓
2	Natural Wine	**57%**	**57%**	**53%**	↓	↓
3	Vegetarian Wine	**30%**	**55%**	**52%**	→	→
4=	Organic	**n/a**	**51%**	**51%**	**n/a**	→
4=	Established 1870	**55%**	**56%**	**51%**	↓	↓
6	Sulphite Free Wine	**44%**	**48%**	**46%**	→	→
7=	Environmentally Friendly	**54%**	**50%**	**45%**	↓	↓
7=	Preservative Free	**53%**	**44%**	**45%**	↓	→
7=	Fairtrade	**46%**	**45%**	**45%**	→	→
10	Control Bottle	**46%**	**48%**	**44%**	→	↓
11	Carbon Neutral	**38%**	**37%**	**39%**	→	→
12	Cannabis Infused	**43%**	**36%**	**38%**	↓	→
13=	Sustainably Produced	**54%**	**30%**	**30%**	↓	→
13=	Biodynamic Wine	**32%**	**28%**	**30%**	→	→
13=	Vegan Wine	**29%**	**29%**	**30%**	→	→

Demographic insights

- Millennials and Gen Xs were both significantly more likely to purchase all of these types of wine compared to RWDs
- By contrast, Boomers were significantly less likely to purchase any of the types of wines tested
- Gen Z over-indexed for some wine types, in particular those relating to the content or ingredients of the wine, such as vegan or vegetarian wine or sulphite-free wine
- Men were also more likely to purchase wine that was having a positive impact on the environment such as carbon neutral wine as well as biodynamic, vegan and vegetarian wine.

Base = All US regular wine drinkers (n=2,000)
↑ / ↓: Statistically significantly higher / lower than Oct '20 wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac®, Mar '19, Oct '20, Oct '21, (n=2,000), US regular wine drinkers

Alternative wine associations

Organic wine is considered more expensive; sustainable wine is seen as the most ethically responsible

Alternative wine associations

% who associate alternative wines with the following statements

	Organic Wine (n=2,000)	Natural Wine (n=2,000)	Sustainable Wine (n=2,000)
More expensive	33%	23%	24%
Made with fewer chemical additives	33%	29%	16%
More environmentally friendly	25%	20%	33%
More ethically responsible	20%	16%	29%
Less processed	22%	25%	16%
Better for my health	26%	23%	14%
Higher quality	19%	18%	14%
Better tasting	14%	19%	11%
Better with food	12%	17%	11%
Better value for money	10%	15%	10%
More prestigious	11%	11%	11%
Less likely to give me a hangover	12%	11%	8%
Worse tasting	9%	6%	9%
None of these	20%	21%	22%

Demographic insights

- Millennials are significantly more likely to have positive opinions of all three alternative wine types, being more likely to consider them better for their health and higher quality
- Boomers took the opposite view when it came to these alternative wine types, and were less likely to have positive associations
- Both Gen Z and Millennials were less likely to associate organic wine with being more expensive, in contrast to Boomers who were more likely to view organic wine as expensive
- Male regular wine drinkers were more likely to associate all three alternative wine types with being better with food

Base = All US regular wine drinkers (n=2,000)
Green = Relative strength within each wine type
Red = Relative weakness within each wine type
Source: Wine Intelligence, Vinitrac®, Oct '21, (n=2,000), US regular wine drinkers

Research Methodology

Opportunities in Alternative Wine

2022

Research methodology: Argentina

- The data was collected in Argentina in October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Argentinian regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table opposite

		2021 (n=1,005)
Gender	Male	**51%**
	Female	**49%**
	Total	***100%***
Age	18-24	**13%**
	25-34	**21%**
	35-44	**19%**
	45-54	**16%**
	55 and over	**31%**
	Total	**100%**
Region	Argentine Northwest	**8%**
	Buenos Aires City	**47%**
	Cuyo	**8%**
	Gran Chaco	**5%**
	Mesopotamia	***8%***
	Pampas	**18%**
	Patagonia	***6%***
	Total	**100%**

Source: Wine Intelligence, Vinitrac®,, Oct '21, (n=1,005), Argentine regular wine drinkers

Research methodology: Australia

- The data was collected in Australia in October 2017, October 2019, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Australian regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table opposite

		2017 (n=1,000)	2019 (n=1,000)	2020 (n=1,000)	2021 (n=1,000)
Gender	Male	**50%**	**50%**	**54%**	**58%**
	Female	**50%**	**50%**	**46%**	**42%**
	Total	***100%***	***100%***	***100%***	***100%***
Age	18-24	**13%**	**13%**	**9%**	**8%**
	25-34	**19%**	**19%**	**19%**	**21%**
	35-44	**16%**	**16%**	**18%**	**23%**
	45-54	**15%**	**15%**	**19%**	**18%**
	55-64	**16%**	**16%**	**16%**	**11%**
	65 and over	**20%**	**20%**	**19%**	**18%**
	Total	***100%***	***100%***	***100%***	***100%***
Region	Australian Capital Territory	**1%**	**1%**	**1%**	**2%**
	New South Wales	**33%**	**32%**	**33%**	**36%**
	Northern Territory	**2%**	**2%**	**1%**	**1%**
	Queensland	**18%**	**18%**	**20%**	**19%**
	South Australia	**7%**	**7%**	**7%**	***6%***
	Tasmania	**1%**	**1%**	**3%**	**2%**
	Victoria	**29%**	**29%**	**25%**	***25%***
	Western Australia	**9%**	**9%**	**9%**	**9%**
	Total	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Australia, October 2017 – October 2021 (n = 1,000) Australian regular wine drinkers

Research methodology: Brazil

- The data for this report was collected in Brazil in January 2018, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were 18-64 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Brazilian regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table opposite

		2018 (n=880)	2020 (n=1,000)	2021 (n=1,000)
Gender	Male	**53%**	**53%**	**48%**
	Female	**47%**	**47%**	**52%**
	Total	***100%***	***100%***	***100%***
Age	18-24	**16%**	**12%**	**13%**
	25-34	**30%**	**29%**	**24%**
	35-44	**24%**	**26%**	**23%**
	45-54	**19%**	**19%**	**22%**
	55-64	**11%**	**14%**	**17%**
	Total	***100%***	***100%***	***100%***
Region	North	**5%**	**7%**	**8%**
	Bahia	**8%**	**6%**	**7%**
	North East (outside Bahia)	**20%**	**20%**	**19%**
	Espírito Santo + Minas Gerais	**10%**	**11%**	**11%**
	Rio de Janeiro	**10%**	**10%**	***8%***
	São Paulo	**26%**	**24%**	**22%**
	South	**15%**	**15%**	***18%***
	Midwest	**6%**	**8%**	**6%**
	Total	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Brazil, January 2018 – October 2021 (n ≥ 880) Brazilian regular wine drinkers

Research methodology: Canada

- The data was collected in Canada in October 2017, March 2019, October 2020, October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 19 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Canadian regular wine drinkers in terms of gender, age and Canada Provinces
- The distribution of the sample is shown in the table opposite

		2017 (n=1,000)	2018 (n=880)	2020 (n=1,000)	2021 (n=1,000)
Gender	Male	**50%**	**50%**	**51%**	**51%**
	Female	**50%**	**50%**	**49%**	**49%**
	Total	***100%***	***100%***	***100%***	***100%***
Age	19-24	**9%**	**9%**	**7%**	**5%**
	25-34	**20%**	**20%**	**22%**	**22%**
	35-44	**22%**	**22%**	**18%**	**20%**
	45-54	**13%**	**13%**	**17%**	**17%**
	55-64	**18%**	**18%**	**17%**	**16%**
	65 and over	**18%**	**18%**	**20%**	**19%**
	Total	**100%**	***100%***	***100%***	***100%***
Region	Quebec	***25%***	**28%**	**25%**	**29%**
	Ontario	**39%**	**36%**	**38%**	**38%**
	West	**30%**	**30%**	**31%**	**28%**
	Other Provinces	**5%**	**6%**	**5%**	**4%**
	Total	**100%**	**100%**	**100%**	***100%***

Source: Wine Intelligence, Vinitrac® Canada, October 2017 – October 2021
(n ≥ 1,000) Canadian regular wine drinkers

Research methodology: China

- The data was collected in China in January 2019 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they met the following requirements:
  - Aged 18-54
  - Urban upper-middle class: personal monthly income before tax of ¥6,000+ in Beijing, Guangzhou, Shanghai, Hangzhou and Shenzhen; or ¥5,000+ in Wuhan, Chengdu, Shenyang, Chongqing, Changsha, Zhengzhou and Guiyang
  - Residents of Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen, Chongqing, Changsha, Zhengzhou and Guiyang
  - Drank imported grape-based wine at least twice a year
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Chinese urban upper-middle class imported wine drinkers in terms of gender, age, city and income
- The distribution of the sample is shown in the table opposite

		2019 (n=1,000)	2021 (n=1,000)
Gender	Male	53%	53%
	Female	47%	47%
	Total	*100%*	*100%*
Age	18-24	11%	7%
	25-29	23%	24%
	30-34	14%	18%
	35-39	15%	15%
	40-44	20%	16%
	45-49	*12%*	*10%*
	50-54	5%	9%
	Total	100%	100%
Region	Shanghai, Hangzhou	20%	25%
	Beijing	17%	17%
	Shenyang, Zhengzhou	10%	*9%*
	Guangzhou, Shenzhen	18%	19%
	Changsha, Wuhan	8%	*7%*
	Chengdu, Guiyang	12%	12%
	Chongqing	15%	*11%*
	Total	100%	100%
Personal monthly income before tax	Less than 9,000 RMB	32%	27%
	9,000-11,999 RMB	33%	*34%*
	12,000+ RMB	35%	39%
	Total	100%	*100%*
Imported wine consumption frequency	2-5 times per year	15%	15%
	About once every two months	24%	*24%*
	1-3 times per month	38%	38%
	Once a week or more often	23%	*23%*
	Total	100%	100%

Source: Wine Intelligence, Vinitrac® China, January 2019 and October 2021
(n = 1,000) Chinese urban upper-middle class semi-annual imported wine drinkers

Research methodology: Germany

- The data was collected in Germany in January 2018, January 2019, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of German regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table opposite

		2017 (n=1,001)	2019 (n=1,014)	2020 (n=1,000)	2021 (n=1,001)
Gender	Male	**43%**	**43%**	**43%**	**44%**
	Female	**57%**	**58%**	**58%**	**56%**
	Total	***100%***	***100%***	***100%***	***100%***
Age	18-24	**4%**	**4%**	**4%**	**5%**
	25-34	**12%**	**12%**	**12%**	**9%**
	35-44	**16%**	**16%**	**16%**	**12%**
	45-54	**22%**	**22%**	**22%**	**20%**
	55-64	**26%**	**30%**	**22%**	**17%**
	65 and over	**20%**	**16%**	**24%**	**37%**
	Total	***100%***	***100%***	***100%***	***100%***
Region	Baden-Württemberg	**15%**	**15%**	**15%**	**14%**
	Bayern	**17%**	**17%**	**17%**	**15%**
	Berlin	**4%**	**4%**	**4%**	**3%**
	Brandenburg + Mecklenburg-Vorpommern	**5%**	**5%**	**5%**	**5%**
	Bremen + Niedersachsen	**10%**	**10%**	**10%**	***10%***
	Hamburg + Schleswig-Holstein	**6%**	**6%**	**6%**	**5%**
	Hessen	**7%**	**7%**	**7%**	***9%***
	Nordrhein-Westfalen	**19%**	**19%**	**19%**	**22%**
	Rheinland-Pfalz + Saarland	**6%**	**6%**	**6%**	***6%***
	Sachsen + Sachsen-Anhalt + Thüringen	**11%**	**11%**	**11%**	**10%**
	Total	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Germany, October 2017 – October 2021
(n ≥ 1,000) German regular wine drinkers

Research methodology: Hong Kong

- The data was collected in Hong Kong in March 2019 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were 18-60 years old with a monthly pre-tax income of HK$15,000. They drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Hong Kong semi-annual wine drinkers in terms of gender, age and monthly household income before tax
- The distribution of the sample is shown in the table opposite

		2019 (n=600)	2021 (n=742)
Gender	Male	**47%**	**47%**
	Female	**53%**	**53%**
	Total	***100%***	***100%***
Age	18-24	**8%**	**7%**
	25-34	**25%**	**24%**
	35-44	**24%**	**25%**
	45-54	**24%**	**26%**
	55-60	**19%**	**17%**
	Total	***100%***	***100%***
Monthly household income before tax	HK$15,000 - 19,999	**11%**	**9%**
	HK$20,000 - 24,999	**11%**	**11%**
	HK$25,000 - 29,999	**9%**	**12%**
	HK$30,000 - 39,999	**17%**	**17%**
	HK$40,000 - 59,999	**23%**	**23%**
	HK$60,000 or above	**29%**	**28%**
	Prefer not to answer	**1%**	**1%**
	Total	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Hong Kong, March 2019 & October 2021 (n ≥ 600) Hong Kong semi-annual wine drinkers

Research methodology: Ireland

- The data was collected in Ireland in October 2017, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Irish regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table opposite

		2018 (n=1,000)	2020 (n=1,000)	2021 (n=1,000)
Gender	Male	**50%**	**48%**	**47%**
	Female	**50%**	**52%**	**53%**
	Total	***100%***	***100%***	***100%***
Age	18-24	**5%**	**8%**	**6%**
	25-34	**19%**	**18%**	**18%**
	35-44	**21%**	**19%**	**21%**
	45-54	**18%**	**16%**	**18%**
	55-64	**21%**	**14%**	**14%**
	65 and over	***16%***	***24%***	***23%***
	Total	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Ireland, October 2017 – October 2021 (n= 1,000) Irish regular wine drinkers

Research methodology: New Zealand

- The data was collected in New Zealand in October 2017, October 2018, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of New Zealand regular wine drinkers in terms of age, gender and region
- The distribution of the sample is shown in the table opposite

		2017 (n=1,000)	2018 (n=1,000)	2020 (n=1,002)	2021 (n=1,000)
Gender	Male	49%	49%	47%	53%
	Female	51%	51%	53%	47%
	Total	*100%*	*100%*	*100%*	*100%*
Age	18-24	8%	8%	11%	12%
	25-34	*16%*	*16%*	22%	19%
	35-44	16%	16%	12%	17%
	45-54	*17%*	*17%*	18%	15%
	55 and over	43%	42%	37%	36%
	Total	*100%*	*100%*	*100%*	*100%*
Region	Auckland	38%	38%	42%	37%
	Wellington	*11%*	*11%*	10%	11%
	Rest of North Island	29%	29%	27%	32%
	Canterbury	*13%*	*13%*	12%	12%
	Rest of South Island	9%	9%	9%	8%
	Total	*100%*	*100%*	*100%*	*100%*

Source: Wine Intelligence, Vinitrac® Ireland, October 2017 – October 2021 (n= 1,000) New Zealand regular wine drinkers

Research methodology: Portugal

- The data for this report was collected in Portugal in January 2018, March 2019, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Portuguese regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table opposite

		2018 (n=999)	2019 (n=1,008)	2020 (n=1,000)	2021 (n=1,004)
Gender	Male	**55%**	**56%**	**56%**	**51%**
	Female	**45%**	**44%**	**44%**	**49%**
	Total	***100%***	***100%***	***100%***	***100%***
Age	18-24	**2%**	**2%**	**2%**	**3%**
	25-34	***11%***	***13%***	**13%**	**11%**
	35-44	**18%**	**19%**	**19%**	**16%**
	45-54	***19%***	***20%***	**20%**	**18%**
	55-64	**21%**	**19%**	**19%**	**19%**
	65 and over	***29%***	***27%***	**27%**	**33%**
	Total	***100%***	***100%***	***100%***	***100%***
Region	North	**n/a**	**n/a**	**n/a**	**37%**
	Center	***n/a***	***n/a***	**n/a**	**45%**
	South	**n/a**	**n/a**	**n/a**	**16%**
	Islands	***n/a***	***n/a***	**n/a**	**3%**
	Total	**100%**	**100%**	**100%**	**100%**

Source: Wine Intelligence, Vinitrac® Portugal, January 2018 – October 2021 (n ≥ 999) Portuguese regular wine drinkers

Research methodology: South Korea

- The data was collected in South Korea in October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were 19-64 years old; drank imported grape-based red, white or rosé wine at least twice a year; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of South Korean semi-annual imported grape-based wine drinkers in terms of age and gender
- The distribution of the sample is shown in the table opposite

		2020 (n=1,512)	2021 (n=1,501)
Gender	Male	**46%**	**50%**
	Female	**54%**	**50%**
	Total	***100%***	***100%***
Age	19-24	**11%**	**6%**
	25-29	**8%**	**7%**
	30-34	**9%**	**9%**
	35-39	**13%**	**11%**
	40-44	**11%**	**12%**
	45-49	**16%**	**14%**
	50-64	**31%**	**41%**
	Total	**16%**	**14%**

Source: Wine Intelligence, Vinitrac® South Korea, October 2020 – October 2021 (n ≥ 1,501) Korean semi-annual imported grape-based wine drinkers

Research methodology: Singapore

- The data for this report was collected in Singapore in March 2019 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were 18-64 years old; drank red, white or rosé wine at least twice a year; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Singaporean semi-annual wine drinkers in terms of age, gender and monthly household income before tax
- The distribution of the sample is shown in the table opposite

		2019 (n=600)	2021 (n=750)
Gender	Male	**57%**	**58%**
	Female	**43%**	**42%**
	Total	***100%***	***100%***
Age	18-24	**9%**	**9%**
	25-34	**19%**	**21%**
	35-44	**30%**	**25%**
	45-54	**25%**	**22%**
	55-64	**17%**	**23%**
	Total	**16%**	**14%**
Monthly household income before tax	SGD 3,000 - 6,999	***n/a***	***32%***
	SGD 7,000 - 9,999	**23%**	**16%**
	SGD 10,000 - 14,999	**33%**	**21%**
	SGD 15,000+	**43%**	**31%**
	Total	**100%**	**100%**

Source: Wine Intelligence, Vinitrac® Singapore, March 2019 and October 2021 (n ≥ 600) Singaporean semi-annual wine drinkers

Research methodology: Sweden

- The data for this report was collected in Sweden in October 2017, March 2019, January 2020, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Swedish regular wine drinkers in terms of age and gender
- The distribution of the sample is shown in the table opposite

		2017 (n=1,000)	2019 (n=1,000)	Jan 2020 (n=1,002)	Oct 2020 (n=500)	2021 (n=1,004)
Gender	Male	**51%**	**48%**	**48%**	**48%**	**50%**
	Female	**49%**	**52%**	**52%**	**52%**	**50%**
	Total	***100%***	***100%***	***100%***	***100%***	***100%***
Age	18-24	**9%**	**5%**	**5%**	**5%**	**6%**
	25-34	***15%***	***13%***	**13%**	**13%**	**14%**
	35-44	**15%**	**13%**	**13%**	**13%**	**13%**
	45-54	***17%***	***18%***	**18%**	**18%**	**16%**
	55 and over	**44%**	**51%**	**51%**	**51%**	**51%**
	Total	***100%***	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Sweden, October 2017 – October 2021 (n ≥ 500) Swedish regular wine drinkers

Research methodology: UK

- The data for this report was collected in the UK in March 2019, January 2020, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of UK regular wine drinkers in terms of gender, age, annual pre-tax household income and region
- The distribution of the sample is shown in the table opposite

		2019 (n 1,000)	Jan 2020 (n 1,000)	Oct 2020 (n 1,000)	2021 (n 1,000)
Gender	Male	48%	49%	49%	43%
	Female	52%	51%	51%	57%
	Total	*100%*	*100%*	*100%*	*100%*
Age	18-24	9%	7%	7%	5%
	25-34	16%	17%	17%	10%
	35-44	16%	17%	17%	13%
	45-54	16%	18%	18%	16%
	55-64	15%	13%	13%	20%
	65+	27%	27%	27%	36%
	Total	*100%*	*100%*	*100%*	*100%*
Annual household income before taxes	Under £20,000	12%	11%	11%	11%
	£20,000 - £29,999	17%	19%	19%	19%
	£30,000 - £39,999	19%	18%	18%	18%
	£40,000 - £59,999	19%	17%	17%	17%
	£60,000+	23%	23%	23%	23%
	Don't know / Refused	10%	13%	13%	13%
	Total	*100%*	*100%*	*100%*	*100%*
Region	North	21%	22%	22%	23%
	Midlands	17%	14%	14%	16%
	South East + East	23%	23%	23%	18%
	London	13%	14%	14%	10%
	South West	9%	11%	11%	15%
	Wales	5%	5%	5%	7%
	Scotland	9%	8%	8%	8%
	Northern Ireland	3%	3%	3%	2%
	Total	*100%*	*100%*	*100%*	*100%*

Source: Wine Intelligence, Vinitrac® Sweden, October 2017– October 2021 (n ≥ 500) Swedish regular wine drinkers

Research methodology: US

- The data was collected in the US in January 2018, March 2019, January 2020, October 2020 and October 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 21 years old; drank red, white, rosé or blush wine at least once a month; and bought wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of US regular wine drinkers in terms of gender, age, US Divisions and, annual pre-tax household income
- The distribution of the sample is shown in the table opposite

		2018 (n=2,000)	2019 (n=2,000)	Jan 2020 (n=2,000)	Oct 2020 (n=2,000)	2021 (n=2,000)
Gender	Male	50%	50%	51%	51%	43%
	Female	50%	50%	49%	49%	57%
	Total	*100%*	*100%*	*100%*	*100%*	*100%*
Age	21-24	8%	8%	8%	7%	4%
	25-34	22%	*22%*	21%	21%	14%
	35-44	14%	14%	20%	20%	19%
	45-54	18%	*18%*	14%	14%	16%
	55-64	18%	18%	15%	15%	19%
	65 and over	21%	*21%*	*22%*	*22%*	*28%*
	Total	*100%*	*100%*	*100%*	*100%*	*100%*
US Divisions	New England	6%	*6%*	5%	5%	6%
	Middle Atlantic	14%	14%	15%	15%	17%
	East North Central	13%	*13%*	11%	11%	13%
	West North Central	4%	4%	7%	7%	7%
	South Atlantic	20%	*20%*	21%	21%	20%
	East South Central	5%	5%	4%	4%	6%
	West South Central	11%	*11%*	11%	11%	11%
	Mountain	6%	6%	7%	7%	6%
	Pacific	21%	*21%*	19%	19%	15%
	Total	*100%*	*100%*	*100%*	*100%*	*100%*
Annual household income before taxes	Under $50,000	n/a	n/a	n/a	n/a	28%
	$50,000 - $99,999	n/a	n/a	n/a	n/a	31%
	$100,000+	n/a	n/a	n/a	n/a	35%
	Prefer not to answer	n/a	n/a	n/a	n/a	6%
	Total	*100%*	*100%*	100%	100%	100%

Source: Wine Intelligence, Vinitrac® US, January 2018 – October 2021 (n=2,000) US regular wine drinkers

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