



GLOBAL

Italian Wine Across the Globe

Mapping Influence and Market Potential of Italian Wine in
Major Global Markets

2023



Italian Wine Across the Globe Report

CGA by NIQ's 'Italian Wine across the Globe' report harnesses the power of OPM consumer and volumetric data to explore the consumption patterns and market presence of Italian wine in major global markets.

With a focus on the US, UK, and emerging markets, this report provides an in-depth analysis of sales performance, consumer insights, and market size to equip stakeholders in the Italian wine industry with the necessary knowledge to capitalize on untapped global opportunities.

By combining local market knowledge with global insights, the report offers suppliers, operators, and manufacturers strategic recommendations and a unique perspective on the market potential of Italian wine beyond its borders to thrive in the competitive global wine industry.



The report will explore...

- Sales performance and consumption patterns of Italian wine in the US, UK, and emerging markets.
- Analysis of the size and potential of the global market for the Italian wine category.
- Combining volumetric and consumer data to determine which factors and selling points are most appealing to wine drinkers across different markets.
- Comparison of on-premise and off-trade sales to understand market dynamics.
- Examination of emerging markets to build a comprehensive global picture and identify new opportunities for Italian wine consumption.
- Utilising CGA's global footprint to gather learnings from other markets and assess the Italian wine category on a global scale.



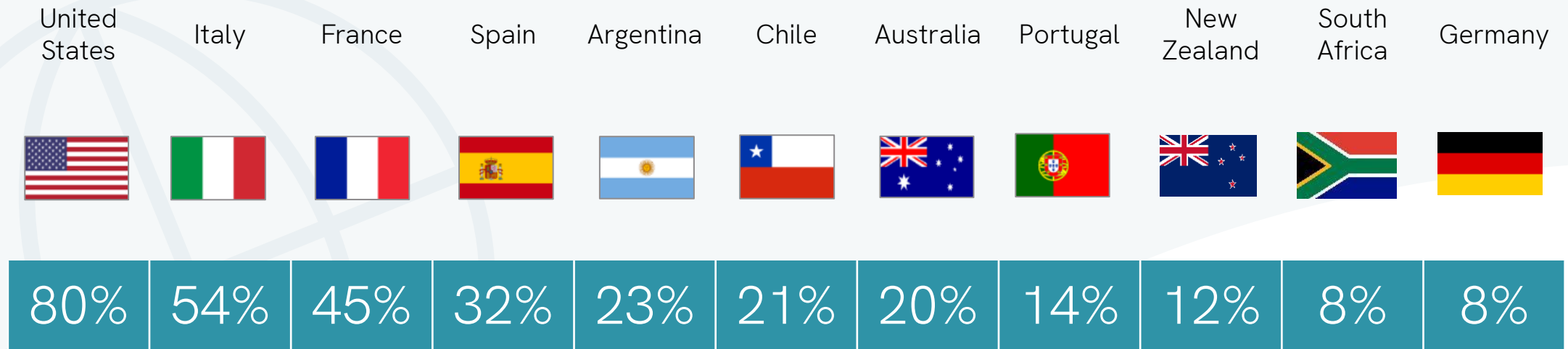


The report will enable you to...

- Gauge the size of the market and identify long-term opportunities for Italian wine
- Gain a deeper understanding of wine consumption trends, category interaction, and consumer preferences in major global markets, enabling brands to align their strategies with consumer demands.
- Identify the competition and market positioning of Italian wine across countries to effectively target and capture consumer interest.
- Assess the potential of emerging markets, enabling brands to explore new opportunities and expand their global presence.
- Leverage the specialised insights and recommendations focused on the On Premise sector to enhance product offerings, marketing strategies, and overall business performance.
- Tap into CGA's global expertise and insights from other markets to gain a comprehensive understanding of the global wine category.

Domestic red wine is the most popular, with 8 in 10 category consumers drinking wine produced in the US. This is followed by Italian and French wine

Country of origin of red wine choice

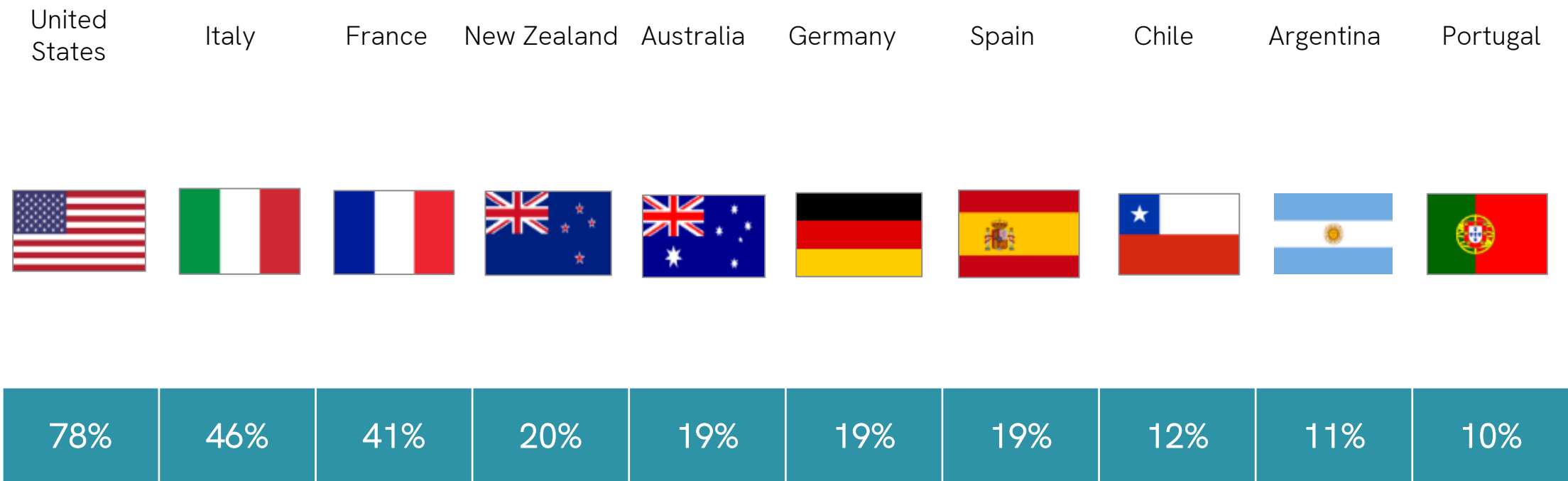


Q: Which of the following wine-producing countries do you typically drink red wine from? Please select all that apply

Source: CGA by NIQ On Premise User Survey (Spring 2023) - Sample Size: 2927

Similar to red wine, the majority of category consumers favor domestic white wine. Italian and French wines are also popular for over 2 in 5 consumers

Country of origin of white wine choice



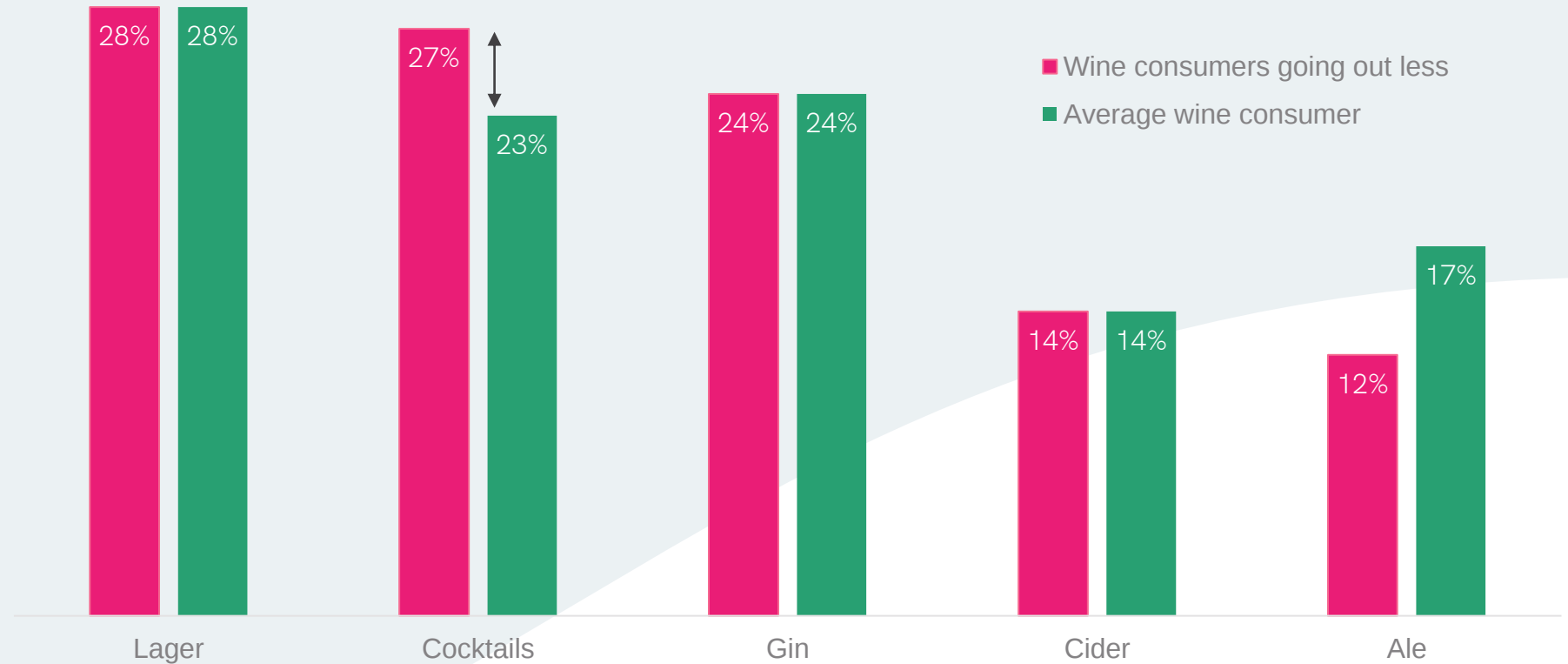
Q: Which of the following wine-producing countries do you typically drink white wine from? Please select all that apply
Source: CGA by NIQ On Premise User Survey (Spring 2023) – Sample Size: 2641



SAMPLE SLIDE
Source: Cost of Living Wine
Report

Cocktails will be a particular competitor for wine amongst the consumers who are cutting back frequency of On Premise visitation

Category competitors



SAMPLE SLIDE
Source: Cost of Living Wine
Report

41%

Of wine consumers believe
that it is more important that
their drink is good value
compared to 12 months ago

+4pp vs Average consumer



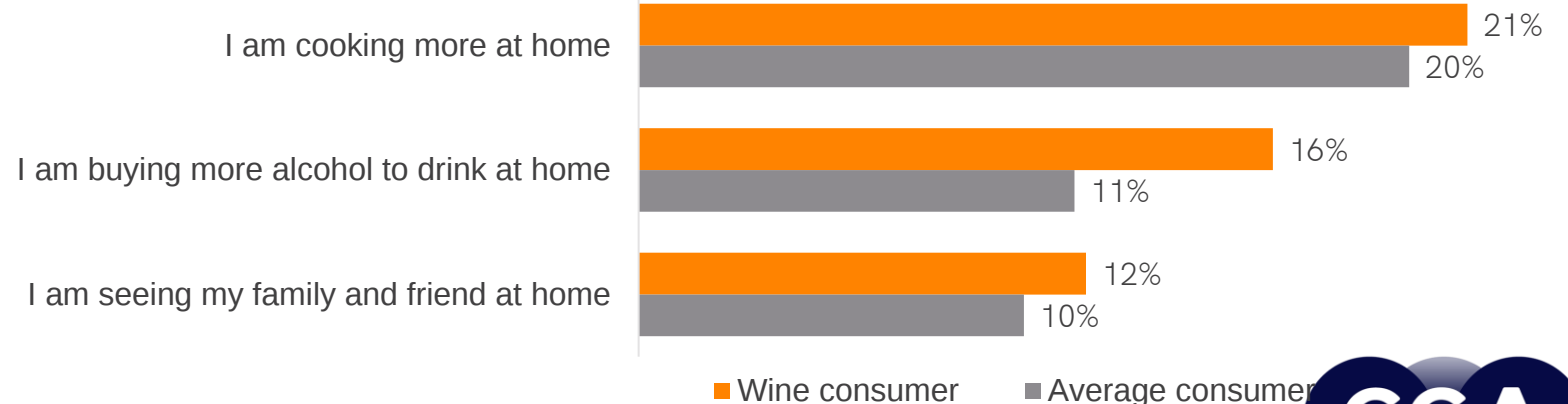
Wine by nature is easy to enjoy at home, so operators should position the On Premise as the place for quality wines to encourage experimentation and spend potential

49%

Of wine drinkers say they intend to drink more at home in the face of the cost-of-living crisis

+1pp vs. Average consumers

You have said you are going out less often, why is that?



Why Should you invest in this report?

- **Proven track record:** CGA by NIQ's On Premise Measurement (OPM) data has a long history of delivering valuable On Premise insights in various markets, showcasing its reliability and effectiveness.
- **Comprehensive Insights:** The report will help you assess total category performance, including product, sector, and brand performance, in the US, UK, and emerging markets to optimise business strategy, launch new products and ensure global success
- **Global and local client satisfaction:** CGA by NIQ's other wine insights reports are highly utilised, trusted, and cherished by clients worldwide, demonstrating their success in both global and local On Premise strategies.





Why CGA?

- **On Premise specialisation:** CGA's expertise in the On Premise sector is crucial for unlocking insights that truly make a difference. Generic insights are not valuable in this unique sector, and CGA's specialization ensures the relevance and impact of the insights provided.
- **Comprehensive understanding of the market:** CGA's OPUS offers a complete and specialist view of the On Premise market. By analysing consumer behaviour, category trends, venue types, brands, and occasions, it provides a comprehensive understanding that can be utilised by various teams within a business, from Field Sales to Category Development.
- **Built by On Premise experts:** CGA's team consists of On Premise consumer research specialists who possess in-depth knowledge and understanding of the sector. They employ world-leading research techniques and leverage their expertise to deliver clear, actionable, and robust insights.

Investment

Price of full Report: €12,000

Uncover the vast potential of the wine market in the **Italian On Premise and HORECA channels** through CGA by NIQ's On Premise **Wine in Italy Report!**

Italian Wine Across the Globe Report :	€12,000
Wine in Italy Report :	€6,000
Both Reports :	€18,000 €15,000

Quick delivery

This report is available to purchase now.

PowerPoint presentation

Full results derived in PowerPoint format, for customization.

Expert commentary

CGA expertise provides skilled in-depth interpretation of the latest data, what it means for the market and practical applications for suppliers and operators alike.



Contact Us

To learn more or to speak to a member of the team, please feel free to get in touch:



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