



## **Global TGI Barometer Issue 28: The Global Wine Market**

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The global wine business is booming. Sales in many countries have risen considerably over the past five years and experts forecast that this trend will continue. But where are the most avid wine consumers and what are they like? Using the results of the latest global TGI surveys, we investigate...

### **French Top the Wine Stakes**

As might be expected, the French emerge as the top wine consumers of the world; nearly 70% of them drink it and of these, 80% have had at least a bottle in the last month. They are also more likely to be connoisseurs - 68% of French wine drinkers are prepared to pay more for a quality bottle (compared to just 44% of Germans and Bulgarians). Other grape growing regions such as Israel, Croatia and New Zealand have similarly high rates of wine consumption.

### **British Preferences**

Interestingly though, Brits also come out very high in the wine drinking stakes; over two thirds of them drink the stuff. Australian wine is the most common preference of British consumers; over half choose wine produced down under (compared to 40 and 29% who select bottles from France and South Africa). Britain and New Zealand were the only markets studied in which white emerged as the most popular type of wine (particularly among women) – it is chosen by 17% more British wine drinkers than red.

### **US consumers less convinced**

Whilst the US and Russia are predicted to experience major growth in their wine sales in the next decade, at present consumers seem less than sold on their vino – only a third have drunk wine in the past year. Interestingly, in these countries women make up a greater proportion of wine drinkers, than in the longer established markets of Southern Europe and Latin America.



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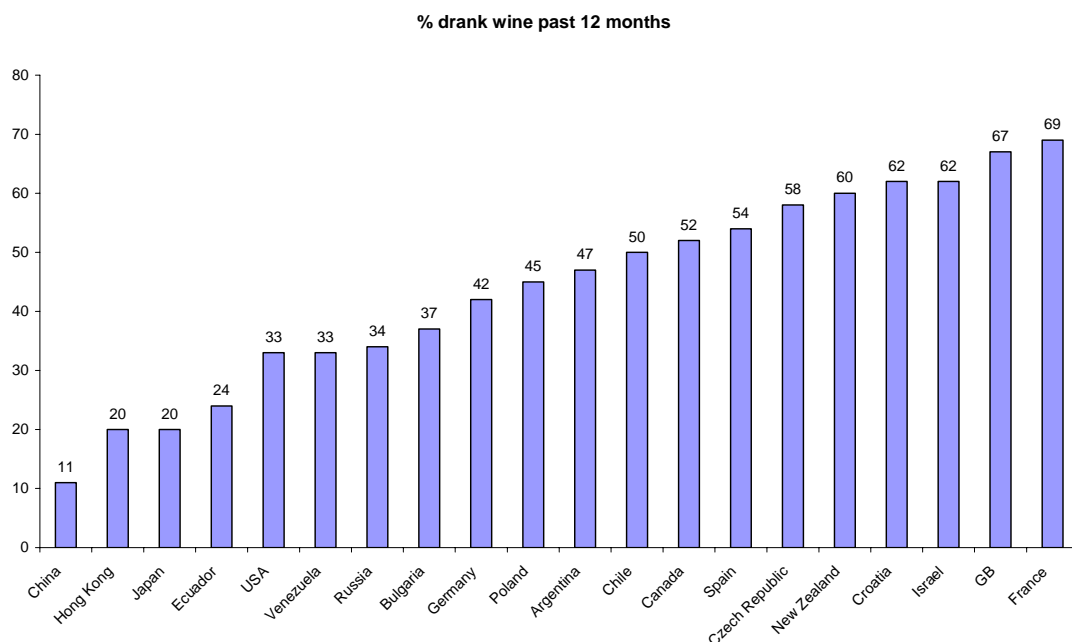
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### Wine Drinkers by Age

In most markets, wine drinkers were found to be predominantly older – in Spain and the USA over 45s are twice as likely to drink wine as those aged 18 to 24 and the rest of Western Europe shows a similar pattern. Wine drinkers in Latin America are slightly younger; 18 to 24 years olds in Ecuador are actually the most likely group to drink it.

### Entertaining at Home

With recent trends towards entertaining at home, it's perhaps no surprise that many consumers are choosing to enjoy wine in the privacy of their own houses. Nearly half of wine consumers in France only drink it at home, and in Britain they are 22% more likely than average to drink most of their alcohol at home.



NB Chinese data from 30 main cities. Japan & Croatia data on respondents 20+, Russia & Japan data on consumption past 3 months

Base: Individuals aged 18+

Source: Global TGI



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### Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 37 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division. For more information, visit [www.kmr-group.com](http://www.kmr-group.com)