

USA – American and imported red wines – Market study and sensory evaluation analysis

November 2017 edition
110 pages

This study presents an analysis of wine consumption in the USA with predictions to 2021. It establishes relationships between market trends and organoleptic characteristics of local and imported red wines. The mappings included in the study represent tools for analysis and identification of technical lever of actions to aim at or strengthen the offer of wines in the different groups.

KEY ASPECTS OF THE STUDY

- General information about the market (still and sparkling wines)
- Market trends and predictions for 2021
- Success elements and consumer categories
- Sourcing of red wines in the United States (both American and imported)
- Sensory evaluation through an Expert Jury
- Sensory analysis of 60 American and 50 imported wines
- Segmentation of wines into 7 groups by sensory/organoleptic common characteristics
- Description of the different groups
- Tendencies for each group
- Example of levers of action at the vineyard and in the winery for each group

The United States have become the world's largest wine consumer and the 4th world's wine producer, confirming its market promising growth expectations.

In the USA, wine is not reserved for special occasions any longer and has found its place in every-day habits. Consumers are increasingly educated about wine and get to like it. Nevertheless, in spite of their first place in the world consumer ranking, consumption per capita is still low in the USA, with 10 L per capita per year against 45 L per capita per year in France for instance. The good growth expectations are therefore confirmed for the developing, yet very attractive US market. From this, the question is about the most promising segments and the key to success for this developing market.

In a constantly changing US market, this study will allow to access market data on wine consumption in the USA, on its specificities and on the competition existing in this market.

This unprecedented study allows to understand the relationship between market trends and sensory characteristics, and describes the best-selling wines in the American market. As it gives information about the best-selling segments and the profile of the demanded wines, this study represents a strategic tool for positioning a brand or wine in the United States.

STUDY PLAN

Presentation of Vivelys methodology

1- Main market characteristics

a. General data and predictions for 2021

After the economic crisis in 2008, although in most of the big wine-consuming countries wine consumption stagnated, and even decreased between 2010 and 2015, the United States was one of the only in the ranking where wine consumption has been in constant growth. This positions the country as the world's largest wine consumer since 2010.

Although still wines are more represented than sparkling wines, the latter are the ones in the center of the trends. At the same time, it seems that the US market is turning towards consuming higher quality wines.

b. The American wine industry

If the USA is the 4th world's largest wine producer, California represents 88% of wine production in the United States.

With an increasing local consumption, there is little need to enter the export market, and most part of the production is therefore sold in the local market.

American wine production is dominated by some brands, with groups sharing most sales. These brands know how to adapt their organoleptic profile, packaging and advertising to new consumer categories.

c. Imports

The United States is the world's largest importer in value, with an impressive two-digit average annual growth. This way, regardless of the type of wine, imports in the USA are in constant growth, with a higher growth for sparkling wines predicted to 2021.

2- Sensory evaluation

The sensory part of the study aims at the organoleptic profiles of the wine market in the USA and divides wines from a sensory point of view. This unprecedented approach gives information about the sensory specificities of different wines and opens opportunities to stand out and add value in an increasingly competitive market.

This second part tries first to compare the "average" sensory profile of American wines with that of imported wines in the USA, so as to highlight the differences between both types of wines.

Secondly, the different sensory types frequently found in the US market were divided in groups whose profiles have been established afterwards.

This study focuses on the wines American consumers purchase the most. This allows to establish relationships between sales trends and sensory characteristics. The sensory descriptions of the groups are made by a panel of trained experts. They help wineries identify key actions at the vineyard and in the winery.

COMPANIES & SOURCES

MAIN BRANDS MENTIONED IN THE STUDY

USA:

- Sutter Home
- Carlo Rossi
- Peter Vella
- Beringer
- Apohic
- Vendange
- Livingston
- Black Box
- Kendall Jackson
- Liberty Creek
- Inglenook
- E & J Gallo Twin Valley
- Ste Michelle
- Barefoot
- Arbor Mist
- Ménage à Trois
- Almaden
- Vendange
- Cup Cake
- Charles Shaw
- Bota Box
- Bogle
- Corbett Canyon
- Robert Mondavi
- Woodbridge
- Blossom Hill
- Rex Goliath
- Franzia
- La Crema
- Fetzer
- Blossom Hill
- Jack Rabbit
- Revolution
- Clos du Bois
- La Crema
- 14 Hands
- Meiomi
- ...

OTHER COUNTRIES:

Argentina:

- Terrazas
- Álamos Ridge
- Norton
- Don Valentín
- Catena Zapata
- Don Miguel Gascón
- Trapiche
- ...

Australia:

- Penfolds
- Lindemans
- Fish Eye
- Jacobs Creek
- Yellowtail
- 19 Crimes
- Little Penguin
- ...

Chili:

- Gato Negro
- Montes
- Casillero del Diablo
- Valdivieso
- Santa Rita
- Undurraga
- Los Vascos
- ...

New Zealand:

- Oyster Bay
- Starborough
- Kim Crawford

- Matua
- Nobilo
- Brancott Estates

France:

- La Vieille Ferme
- Louis Jadot
- Gérard Bertrand
- Mouton Cadet
- Georges Duboeuf
- Veuve Cliquot
- Moët & Chandon
- Whispering Angel
- Dom Pérignon

Spain:

- Marqués de Cáceres
- Freixenet
- Muriel
- Cristalino
- Campo Viejo
- Marqués de Riscal
- Segura Viudas
- Cristalino

Italy:

- La Marca
- Santa Margherita
- Ruffino
- La Marca
- Verdi
- Riunite
- Cavit
- Mionetto

MAIN GROUPS AND WINERIES MENTIONED IN THE STUDY

USA:

- The Wine Group
- Trincherio
- Bronco
- E&J Gallo
- Ste Michelle
- Accolade
- Jackson Family Wines
- Treasury
- Bogle
- CK Mondavi
- J. Lohr
- Don Sebastiani & Sons
- Heck
- The Wine Group
- Francis Ford Coppola
- W.J. Deutsch
- Rodney Strong
- Riboli
- Delicato
- ...

OTHER COUNTRIES:

- Cavit
- Banfi Tuscany
- Louis Jadot
- Marqués de Caceres
- Casella Wines
- Freixenet
- Concha y Toro
- Pernod Ricard
- Ruffino
- Catena Zapata
- Gérard Bertrand
- LVMH
- Delegat's
- Barcardi Martini
- Riunite& CIV
- Zonin
- ...

FUENTES CONSULTADAS

Data:

- IWSR (database, US' forecast 2021, Inaugural forecasting the future conference)
- OIV
- France AgriMer
- Agrex Consulting
- The Wine Institute
- Agriculture Counts (National Agricultural Statistics Service - NASS)
- TTB Datas
- Vitisphère
- IFV Sud-Ouest
- Sud de France
- Ministerio de Agricultura – Spain
- ISTAT – Italy
- Gallo Wine Trends Surveys
- The Wine Market Council' annual presentation
- Nielsen's Beverage Alcohol Practice Area)
- The Wine Market Council: Female Wine Drinker Survey 2015

Market visits (price collection, pictures of packaging, advertisements...):

- Walmart
- Costco
- BevMo !
- Safeway
- Target
- Trader Joe's
- Total Wine & More
- CVS pharmacy

DETAILED INDEX

EXECUTIVE SUMMARY

- I. General characteristics: the wine market in the USA**
- II. The American wine industry**
- III. Imports towards the United States**
- IV. The sensory evaluation**

AIMS AND PRESENTATION OF THE STUDY

Aims of the study

METHODOLOGY

Resources

Market visits

American wines

Imported wines

Sensory method

A. The Sensory evaluation

Industries related to sensory evaluation

Sensory evaluation: main applications in companies

Main applications in the wine and spirits industry

B. Applied sensory method

1ST PART: MAIN CHARACTERISTICS OF THE MARKET

I. General information & projections for 2021

- 1) USA – the world's largest market since 2010

World consumption: stagnation

When the US surpasses France

- 2) Tendencies by category (still / sparkling wines)

Still wines

Sparkling wines

- 3) Tendencies by color

- 4) Tendencies by price brackets

Still & sparkling wines

Local & imported wines

Still wines

Sparkling wines

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USA

California

- 2) Main agents of the wine industry

- 3) Export of US wines

The main exporting countries in the world

Growth of American exports between 1994 and 2016

The main importing regions of American wines

The main importing countries of American wines

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The main American exporters

- 4) The main American brands

5) Brands adapted to the targeted consumer

A research to know consumers

“Millennials” take the lead!

Necessary adaptation to recruit
« Millennials »

American brands that adapt to
different categories

7) Imported brands adapted to the
consumer according to the country

8) Main distributors

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1) The main importing countries in the
world

2) Market share of imported wines in the
USA

3) Main import countries in the USA

4) Import tendencies by category: still and
sparkling wines

5A) Import tendencies by category &
country

Still wines

Sparkling wines

5B) Import tendencies by price bracket

Still wines

Sparkling wines

6) Main imported brands

Imported brands in volume

Imported brands in value

Imported brands by price bracket

By country (Top 7 countries)

#1 Italy

#2 France

#3 Australia

#4 Spain

#5 Chili

#6 Argentine

#7 New Zealand

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I. General comparison: American wines Vs. imported wines

II. Detailed segmentation: 7 organoleptic groups

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Sensory characteristics

Sales tendencies in the market

2) Group 2:

Sensory characteristics

Sales tendencies in the market

3) Group 3:

Sensory characteristics

Sales tendencies in the market

4) Group 4:

Sensory characteristics

Sales tendencies in the market

5) Group 5:

Sensory characteristics

Sales tendencies in the market

A very dynamic sub-group

6) Group 6:

Sensory characteristics

Sales tendencies in the market

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Sensory characteristics

Sales tendencies in the market

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IV. Example of levers of technical actions at the vineyard and in the winery for each group

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Annex 2B– American wine brands: Top 30 US wine brands in the local market (in value)

Annex 2C– American wine brands: Top 15 US wine brands in the export markets (in value)

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Annex 3C– Imported brands: Top 10 imported brands in the USA by price bracket (in value)

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Annex 7– Sources used

ORDER FORM

Send to:
VIVELYS SAS
Domaine du Chapitre
170 Bd du Chapitre
34750 Villeneuve-lès-Maguelone
France

Phone: +33 (0)4 67 85 68 40
Email: contact@vivelys.com
www.vivelys.com

STUDY ORDERED:

USA – American and imported red wines

Market study & sensory evaluation

CLIENT INFORMATION

Name:
Surname:
Position:
.....
Company:
.....
Address:
.....
.....
Post code:
City:
e-mail:
Phone number:
Intra-Community VAT No.:
SIRET No.:

RECEPTION MODE:

Printed version

3200,00 \$ Ex Tax

☐

Digital copy
(PDF file) + printed version

3200,00 \$ Ex Tax

☐

MODE OF PAYMENT:

- ☐ transfer
☐ check

Date, signature and seal

Invoices are submitted upon delivery. The applicable VAT rate depends on the one in force on the date invoices are issued. In case of disputes, they shall be exclusively subject to Paris Commercial Court. Prices are valid through 31/03/2019, prices Ex Tax.

