

# French wine consumer survey

An extensive new survey throws light on consumer attitudes to French wine. **ANDREW CATCHPOLE** reports

**HARPERS HAS PARTNERED** with Wines Direct to bring you this original survey, comparing UK consumer attitudes and purchasing habits with regard to French wines between 2014 and 2019.

To this end, Wines Direct surveyed its customer base, with answers from some 2,083 respondents in January 2019 contrasting with an earlier 2014 survey asking the same questions, attracting 553 responses.

Of further note is that the amount of women who took part in the survey changed significantly since 2014, with 58% taking part in 2019 compared to 37% in 2014.

↓  
THE FINDINGS

The headline findings in 2019 are that most wine drinkers who don't drink French wine bypass the category either because they prefer wines from other countries (mostly New World), or because they think French wines are too expensive.

Of those who are French wine drinkers, most buy French wines fairly regularly: 32% more than once every three months and 25% more than once a month.

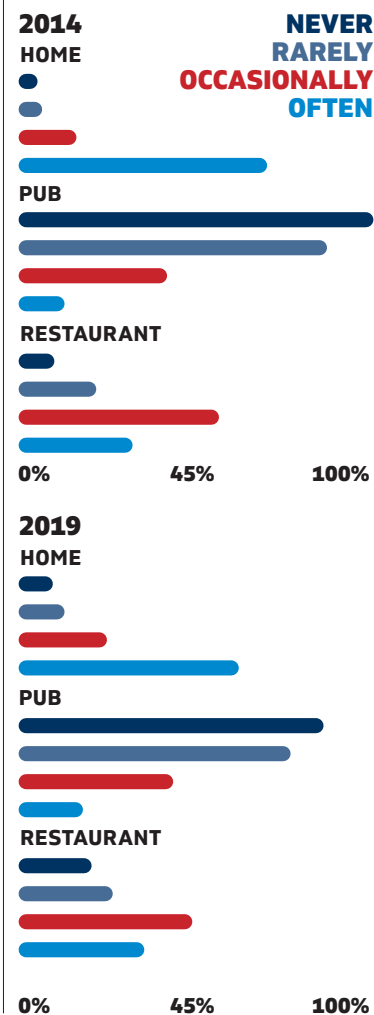
In 2014, 62% of people would spend less than £8 on French wine, a figure that has now fallen to 37%. There has been a corresponding 21% increase in those who are willing to spend between £8 and £14.99, up from 35% in 2014 to 56% in 2019.

All of these trends suggest people are now happier to spend more money on French wine than they were five years ago.

The type of French wines bought has also changed. In 2014, French wine drinkers mostly bought red and white wine and their favourite region was Bordeaux, followed by Burgundy. In 2019, Bordeaux still comes out on top, but now followed by Champagne.

As in the earlier survey, the most important criteria when buying wine are the taste and the price. These two are followed in importance by the origin of the wine.

**PURCHASE HABITS: WHERE WOULD YOU DRINK WINE?**



“People are happier to spend more money on French wine than they were five years ago”

## FRENCH WINE CONSUMPTION: HAVE YOU CONSUMED FRENCH WINES IN THE LAST SIX MONTHS?

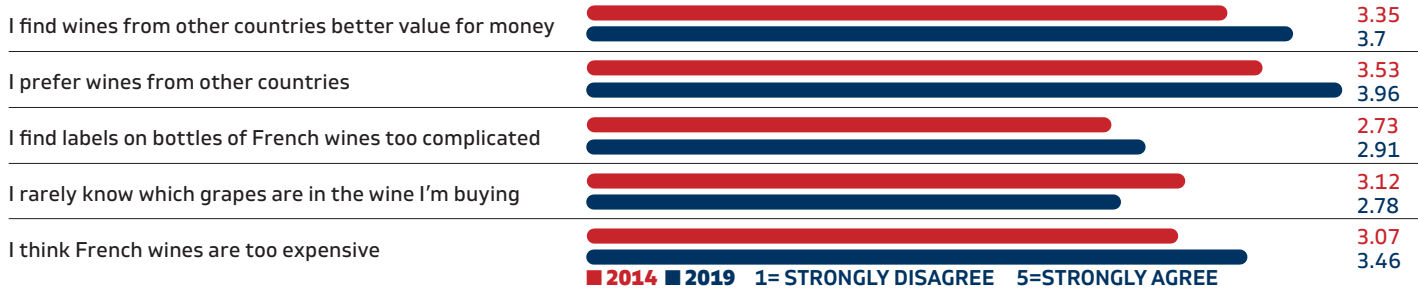
14% NO  
86% YES

2014

13% NO  
87% YES

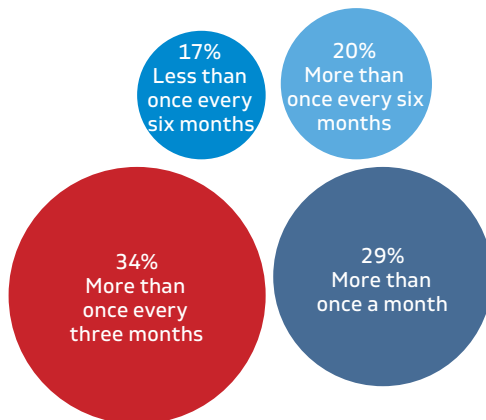
2019

## DO YOU AGREE WITH THE FOLLOW STATEMENTS ON FRENCH WINE?

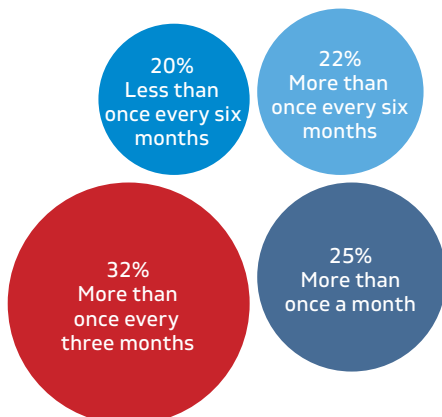


## PEOPLE WHO DRINK FRENCH WINE

### 2014 HOW OFTEN DO YOU BUY FRENCH WINE?

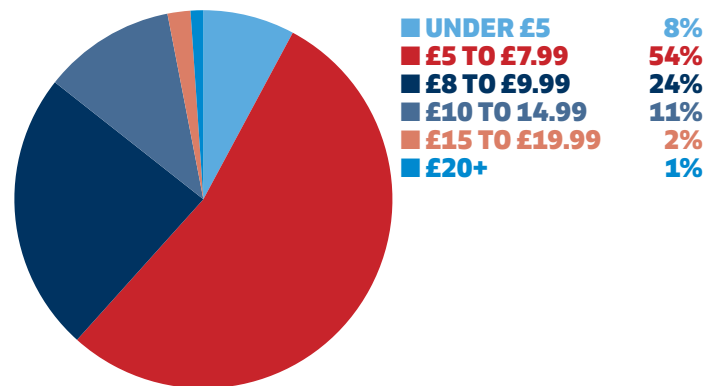


### 2019 HOW OFTEN DO YOU BUY FRENCH WINE?

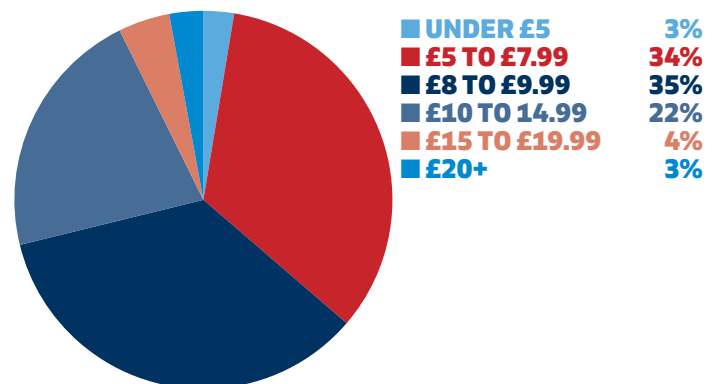


## HOW DO YOU SPEND YOUR MONEY?

### 2014 HOW MUCH DO YOU SPEND ON FRENCH WINE?

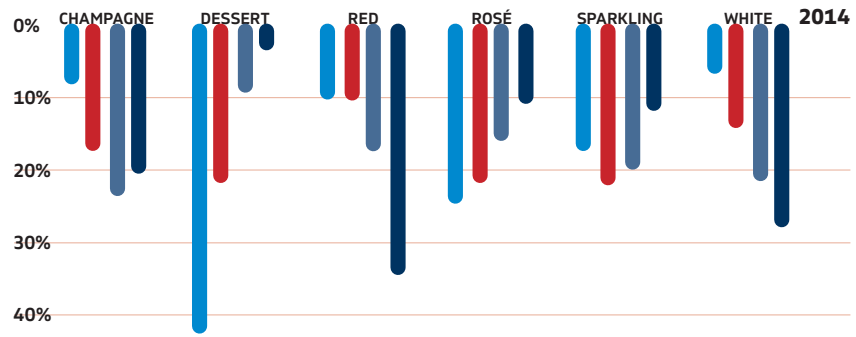
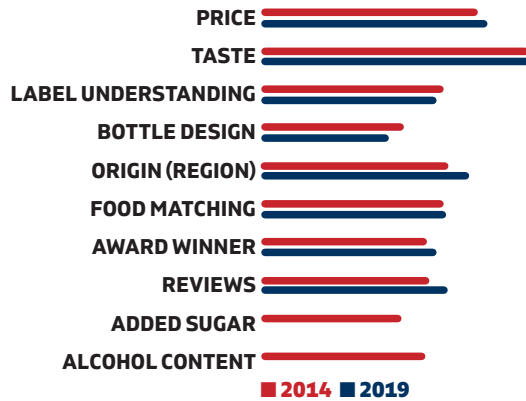


### 2019 HOW MUCH DO YOU SPEND ON FRENCH WINE?

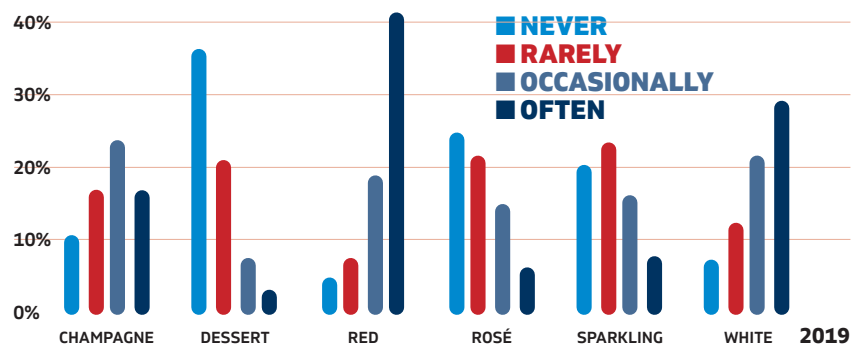


# INSIGHTS

## WHAT'S IMPORTANT WHEN YOU BUY FRENCH WINE?

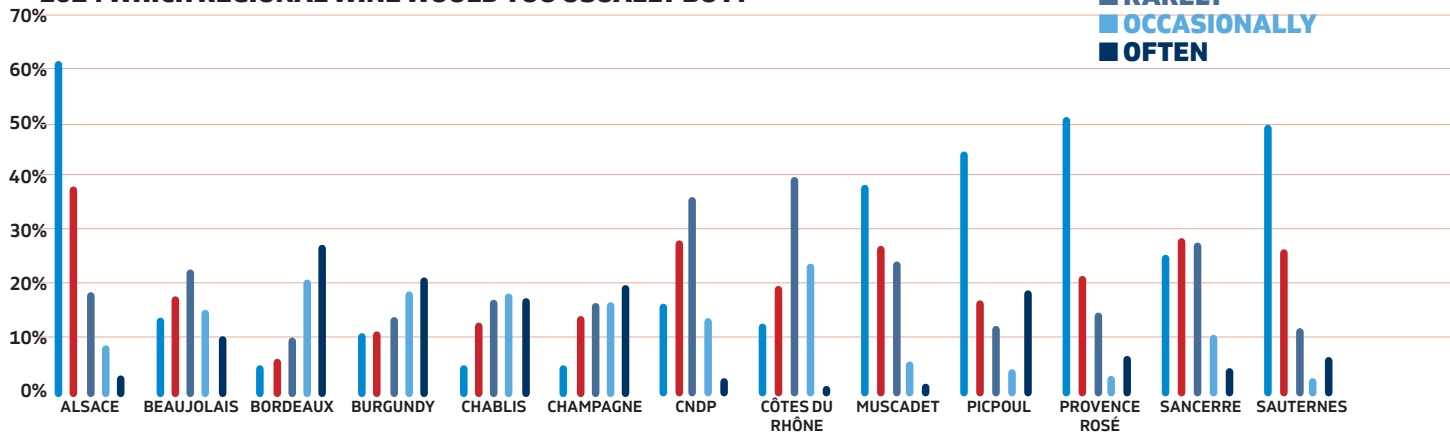


## WHICH STYLE OF FRENCH WINE WOULD YOU USUALLY BUY?



## FRENCH WINE REGIONS

### 2014 WHICH REGIONAL WINE WOULD YOU USUALLY BUY?



### 2019 WHICH REGIONAL WINE WOULD YOU USUALLY BUY?

