

## The Key Highlights of India Wine Insider 2017

1. Consumers' understanding of wine is limited, however, as awareness increases, so does consumption. The scope for educating and involving the consumer is immense.
2. Price remains the most important criteria for consumers. The other cues are familiarity of brand name, country of origin and the colour.
3. Wine is increasingly a 'mainstream drink' that is consumed across a wide range of occasions and is gaining cultural acceptance within Indian households as well as restaurants.
4. Indian consumers are price sensitive and drink in moderation - more than 50 percent of the consumer order wines exclusively by the glass. This finding highlights the need for a better-developed 'wine-by-the-glass' program, and fair pricing strategies.
5. Consumers spend more on wines to impress and expensive wines are preferred at business meetings, social occasions and as gifts.
6. Wine is uniquely positioned in the consumer's mind as a healthy, sophisticated and a less intoxicating tippie, and therefore a socially acceptable beverage, giving it a distinctive marketable advantage over other alcoholic beverages.
7. Consumers view international wines as superior to domestic wines in terms of quality, packaging and as gifting options, though they believe that the latter offers 'value for money.'
8. Indian women view wine as a classy, empowering, healthy beverage and are experiencing fewer cultural inhibitions when drinking wine. They are purchasing wine as often as men, across all occasions, with a propensity to spend marginally more than men on a bottle of wine.
9. City-based perception and consumption of wine differs. Mumbai, India's largest wine consumption market, is driven by domestic wine and has a lower frequency of wine purchases and relatively lower spending on wine compared to other centres. Delhi is an evolved culture with a higher share of consumption of international wines with a higher propensity for wine spends than Mumbai. Bangalore and Pune are vibrant wine markets where consumers show equal preference for both domestic and international wines and are willing to pay higher price points. Goa displays a preference for consuming wines largely at home with inexpensive Indian wines in their drinking portfolio.
10. Younger consumers (25-34 year olds) represent a promising market segment for the wine industry. This demographic is purchasing wine as often as the older consumers. They show a strong preference for international wines over domestic wines and drink wines to appear classy, sophisticated and intelligent. Their positive attitude towards wine and aspiration to drink better quality wines positions them as tomorrow's frequent, loyal wine drinkers.