



**Australian Government**

**Wine Australia**

# Media Release

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## **Wine Australia commissions new research project into the UK online retail market**

Wine Australia is pleased to announce a major new research project into the UK online wine market.

The project will look at the online market from both a retailer and consumer perspective, and will aim to identify new opportunities for Australian wine producers to grow their business within this key sales channel.

The Wilson Drinks Report (WDR) will lead this new study, combining both analysis of the UK online market with WDR consumer research. There will also be a program of focus groups, led by Axis Management Consulting, covering key consumer segments who buy wine online.

The research project will be primarily funded by the Grape and Wine Research and Development Corporation (GWRDC) as part of its research investment program to help enhance the profitability, competitiveness and sustainability of the Australian wine industry.

*Peter Bailey, Wine Sector Intelligence Manager for Wine Australia, commented: "The UK remains one of the biggest and most important markets for the Australian wine category. This project aims to provide deep insights into the online channel in the UK and identify the opportunities for the profitable and sustainable growth of Australian wine sales in the UK. We are pleased to be working with WDR, who have been providing Wine Australia with independent insights into the UK wine market for a number of years."*

*Yvonne May, UK/Ireland/Europe Regional Director, commented: "Even though the UK online market appears to be one of the best growth opportunities for Australian producers, there are few reliable and robust insights about how consumers buy wine online. This project will give us the chance to take the lead in helping our producers work with online retailers to build profitable growth."*

*Tim Wilson, Managing Director of the Wilson Drinks Report, commented: "We are delighted to be leading this important project. The whole online sector has reached a tipping point where shopping online has become the norm for many British consumers. Australian wine is a perfect product to sell online, as it is reasonably high value and there is a strong story to tell about the wide variety of styles and price points. Our objective is to pinpoint the best opportunities for Australian producers."*

*Jonathan Smith, Managing Director of Axis Management Consulting, commented: "We're really looking forward to getting to grips with this project, understanding more about how people shop for wine online, and identifying ways forward for increasing online sales of Australian wine."*

The project commences this month and results will be released by mid-year.

~ ENDS ~

**Notes to editors**

1. Wine Australia is a statutory Australian Government agency established to provide strategic support to the Australian wine sector. Its mission is to identify and maximise the environment for sustainable demand for Australian wine.
2. GWRDC invests in and directs research, development and extension along the whole value chain 'from vine to glass' to enhance the profitability, competitiveness and sustainability of the Australian wine sector.
3. WDR provides independent insight, analysis, consumer research and market data on the UK drinks industry. It is independent of any trade association, retailer or producer and is funded by subscriptions and consultancy work.
4. Axis Management Consulting provides a wide range of qualitative and quantitative consumer research services to clients in the food and beverage sectors.

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