

The background is split into two vertical panels. The left panel is blue and features a white line-art illustration of the Eiffel Tower. The right panel is teal and features a white line-art illustration of the Statue of Liberty. A white rectangular box is centered over the intersection of the two panels, containing the title and subtitle text.

**PARIS vs NEW YORK**  
A COMPARATIVE STUDY OF WINE  
CONSUMPTION TRENDS IN 2017

*VINISUD survey by SOWINE/SSI*

*Arnaud DAPHY - SOWINE Associate*

# METHOD



October 2017



21- 65 y/o  
330 New-Yorkers  
329 Parisians  
(300 wine consumers  
in each city)



Quota sampling



On-line survey



36 questions

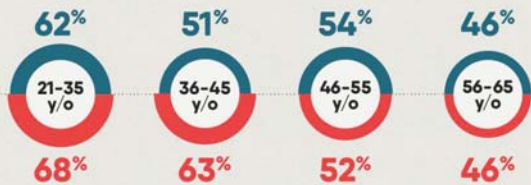
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## RELATIONSHIP WITH WINE

Young people the most interested



Wine knowledge



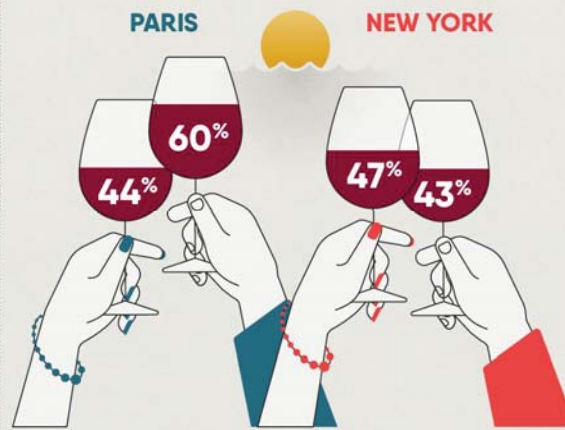


### MAJOR CONSUMERS\* OF WINE

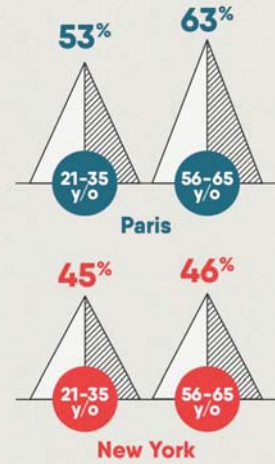
Paris ahead of New York



Men are greater consumers in Paris



Differences by age less marked in New York

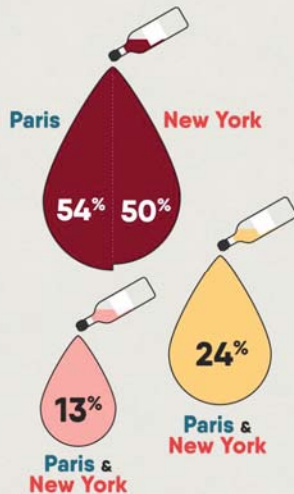


\* Consume wine one to several times per week



### TYPES OF WINES CONSUMED

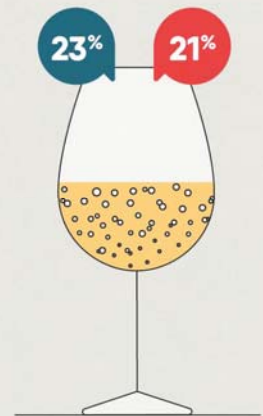
Preferred colour of wine



Regular consumers\* of rosé wines



Regular consumers\* of sparkling wines (excluding champagne)



\* Consume rosé/sparkling wine several times a month

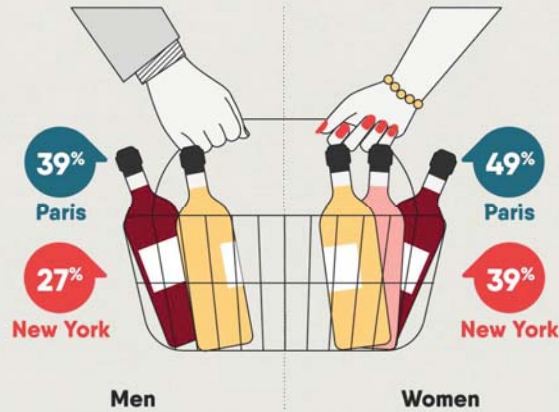


**REGULAR WINE PURCHASERS\***

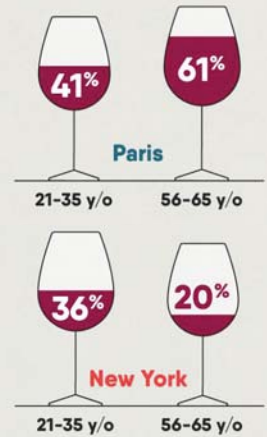
Parisians buy more



Regular purchases driven by women



Young New-Yorkers ahead of their elders

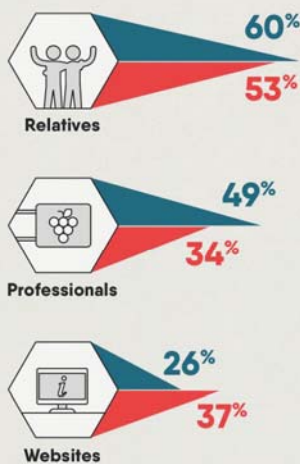


\* Buy wine several times a month

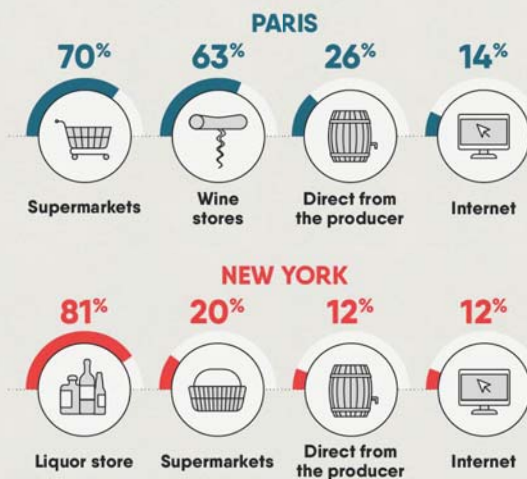


**ACT OF PURCHASING WINE**

Common sources of information



Places of purchase



The average budget per bottle



**Responsible practices:** including organic viticulture, biodynamic viticulture, natural wine production, sustainable viticulture, vegan wines



Many certifications and labels...

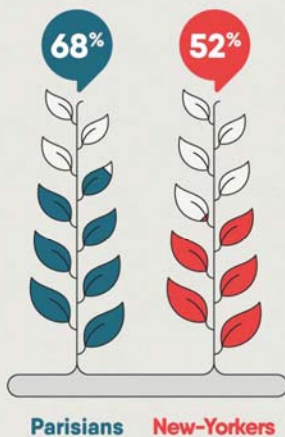
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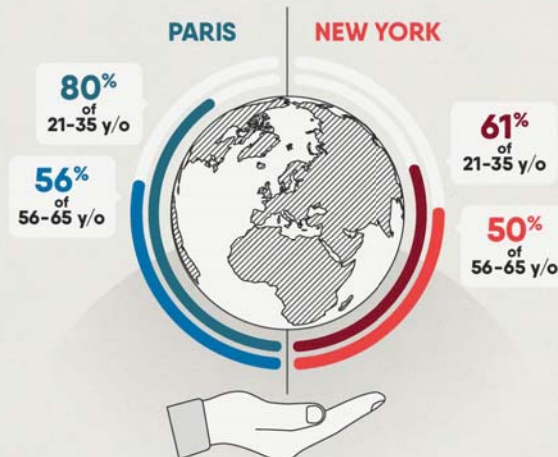
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**RESPONSIBLE PRACTICES\***

Sensitivity to these practices for...



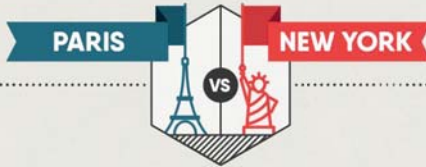
Young people more concerned



On a daily basis, the purchase of certified products (excluding wine) favoured by...



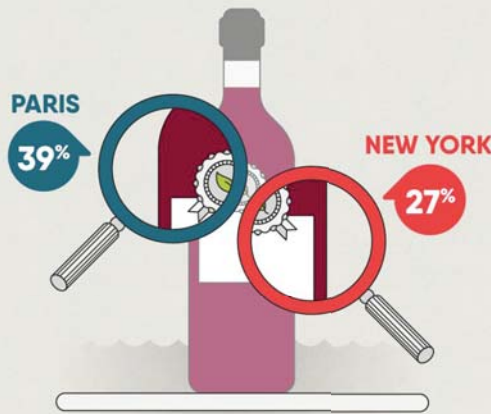
\* Practices to promote sustainable development



**INTEREST IN CERTIFICATION FOR RESPONSIBLE PRACTICES\* FOR WINE**



prefer, for an equivalent price, to buy wine certified for responsible practices rather than uncertified wine



check if a wine is certified for responsible practices before purchasing in stores

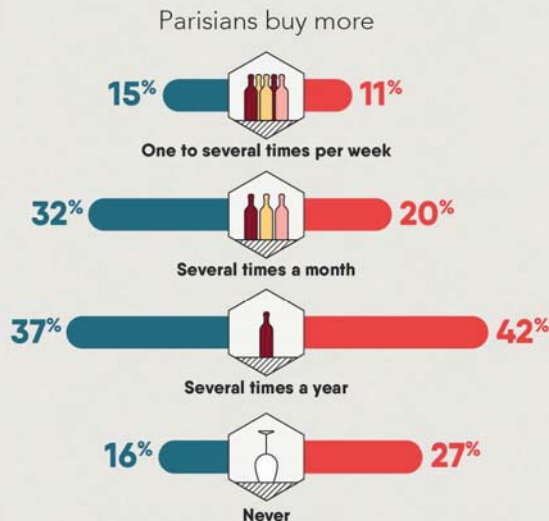


are prepared to spend 10 to 30% more for a bottle certified for responsible practices

\* Certification to promote sustainable development, including organic viticulture, biodynamic viticulture, natural wine production, sustainable viticulture, vegan wines



**PURCHASING FREQUENCY OF WINES CERTIFIED FOR RESPONSIBLE PRACTICES\***

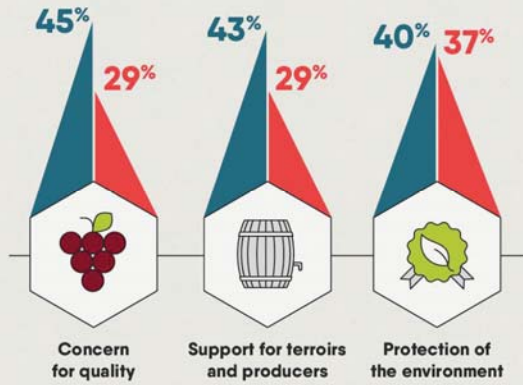


\* Certification to promote sustainable development, including organic viticulture, biodynamic viticulture, natural wine production, sustainable viticulture, vegan wines

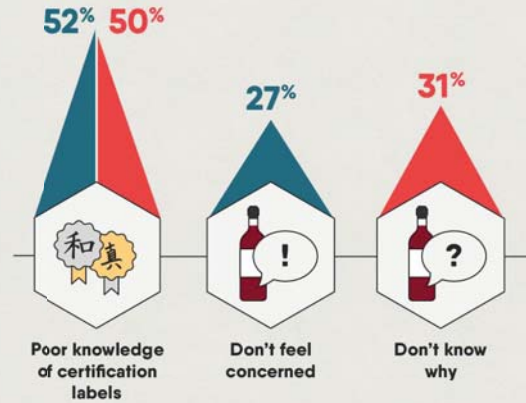


**WINES CERTIFIED FOR RESPONSIBLE PRACTICES\* AND FACTORS INFLUENCING PURCHASE**

Motivations of those who purchase wines certified for responsible practices



Deterrents for non-purchasers



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**PERCEPTION OF WINES CERTIFIED FOR RESPONSIBLE PRACTICES\***

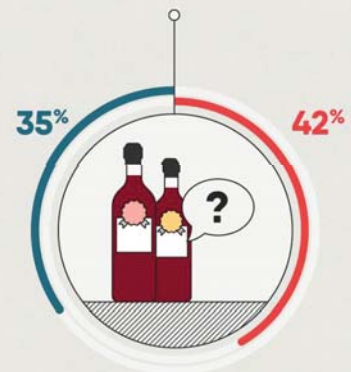
Consumers satisfied after purchasing a certified bottle



People who know the main responsible practices for wine, but without being sure they can distinguish clearly between all of them



People with no knowledge at all of the main responsible practices for wine, through lack of information



\* Certification to promote sustainable development, including organic viticulture, biodynamic viticulture, natural wine production, sustainable viticulture, vegan wines

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COMPLETE RESULTS ON  
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