



Sustainable Wine: Perceptions in the Marketplace

New data shows *increasing market demand for sustainable winegrowing practices*.

The Wine Opinions Trade Panel conducted a large-scale survey of off-premise, on-premise, distributors/brokers, importers, and others in the wine industry. The research was done in late 2019 by Full Glass Research and Wine Opinions, and funded through a Multi-State Specialty Crop Block Grant, of which the Washington State Wine Commission and Washington Winegrowers are partners.

Key insights on Consumer Perceptions:

- 71% of U.S. wine drinkers would consider buying sustainably produced wine in the future.
- Millennials lead the way in purchasing sustainably produced wine; 9 of 10 are willing to pay more (an average of \$3) for sustainable wine.
- Millennials and Gen Z are more engaged with sustainability and have strong affinity towards sustainable wine certification.
- Consumers seek easy ways to find and identify sustainable wine, such as visual cues, identified sections in stores. Sustainability wine certification programs provide transparency and reassurance.
- Wine labels, peer recommendations are effective ways to communicate sustainability.

Key insights on Trade Perceptions:

- Protecting natural resources and addressing climate change were thought necessary requirements of sustainable wine production.
- When choosing wine to market or sell to customers, sustainable practices are frequently (32%) or occasionally (50%) a factor. Only 3% never consider sustainable practices.
- Reasons for considering sustainable practices: personal support (84%), increased consumer demand (71%), and useful selling attribute (68%).
- 76% of trade believe demand has increased over the past 10 years; 75% believe demand will continue to increase over the next 10 years.
- "All things being equal" in terms of product, 71% would purchase sustainably produced wine over one that is not.
- Clear, highly visible labeling on wine packages, back label information and tastings or seminars are most useful to promote sustainably produced wines to consumers.