

A Glass A Day Keeps The Doctor Away?

Contributed by Mintel
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Consumers believe wine can be good for your health

Health experts have long touted the health benefits of antioxidant-rich red wine and recent research* even suggests that light wine consumption (1-2 glasses a week) is no longer off limits for pregnant women.

This holiday season consumers are sure to be lifting their glasses without guilt as Mintel research found that 85% of imbibers believe drinking wine in moderation can be good for your overall health.

Additionally, 87% of wine drinkers believe red wine in moderation can be good for your heart, compared to the almost half (44%) who believe the same about white wine. Furthermore, 74% of wine drinkers agree with the statement that drinking wine in moderation is better for your health than drinking beer in moderation.

“Wine, especially red wine, has always enjoyed a healthy halo due to the suggested benefits of antioxidants,” notes Garima Goel Lal, senior analyst at Mintel. “Consumer belief that wine can be good for your overall health boosts wine ratings compared to beer and spirits, and aligns with the consumer trend toward eating and drinking healthily.”

Consumers are also more likely to drink wine during the holiday season. Sixty-six percent of wine drinkers say they frequently drink wine on holidays and special occasions at home, compared to 22% who say they frequently drink wine at bars and 18% who say they drink wine at restaurants without a meal.

“Wine consumption increases around the holidays, as does the average amount spent on a bottle,” adds Garima Goel Lal. “The average amount spent for a special occasion or holiday party is about \$26.71 per bottle, but the spending drops by roughly \$4 per bottle when wine consumers drink wine at a restaurant or nightclub.”

Mintel research also uncovered how customers choose their wine. Fifty-nine percent of wine drinkers say they stick to the type they know or like (Chardonnay, Merlot, Zinfandel, etc.), while 26% say they decide after an in-store sampling. Meanwhile, 35% say their decision is based mainly on price.

*refers to research published in the Journal of Epidemiology & Community Health, October 2010

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