

A beach scene with a vase of red flowers, a wine glass, and a plate on a woven mat. The background shows a sandy beach and the ocean.

provoke  
insights

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Wine  
Consumer Trends  
Summer 2024



# Background & Objectives

Provoke Insights is a trailblazer in research for branding, advertising, media, and content marketing initiatives. The company conducts a bi-annual study to stay up-to-date with the market trends across multiple industries.

In this comprehensive eighth-wave of the study, Provoke Insights evaluates Americans' sentiment, shopping impulse behaviors, and trust in the media. Continual inflation, layoffs, the presidential election, and the rapid growth of AI have impacted Americans' attitudes, concerns, and spending habits. This wave of research digs deep into the effect of these trends.

Provoke Insights has developed 15 industry-specific decks; this deck focuses on **the wine industry**.



# Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in April 2024.

A random stratified sample followed by weighting was used to ensure a high degree of sample representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household). The sample was modeled to represent the latest US Census data.

Results based on this sample have a maximum margin of sampling error  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level. Significances are indicated by call out boxes in graphs.

*\*Note champagne is included in the wine category*



# The Decision Journey

Although most people consider buying wine to be a planned decision, Gen Z tends to be more spontaneous than older age groups. Even though most of these purchases are planned, the decision-making process for wine is extremely brief, as more than half of those who planned the purchase took only a few minutes to decide. While established and trusted brands are the primary choice for purchase, a new brand is bought a third of the time.







## Outlook and Hobbies

Wine purchasers are happier than those who do not purchase the drink. One reason may be that wine drinkers participate in more social activities, such as going to restaurants, bars, and concerts and hosting parties and events.





31%

of Americans have purchased wine in the last month

## Groups Significantly More Likely to Purchase Wine Products



\$150K+ (45%)



Urban (42%)



Impulse shop (41%)



Carry CC Balance (37%)



Parents (37%)

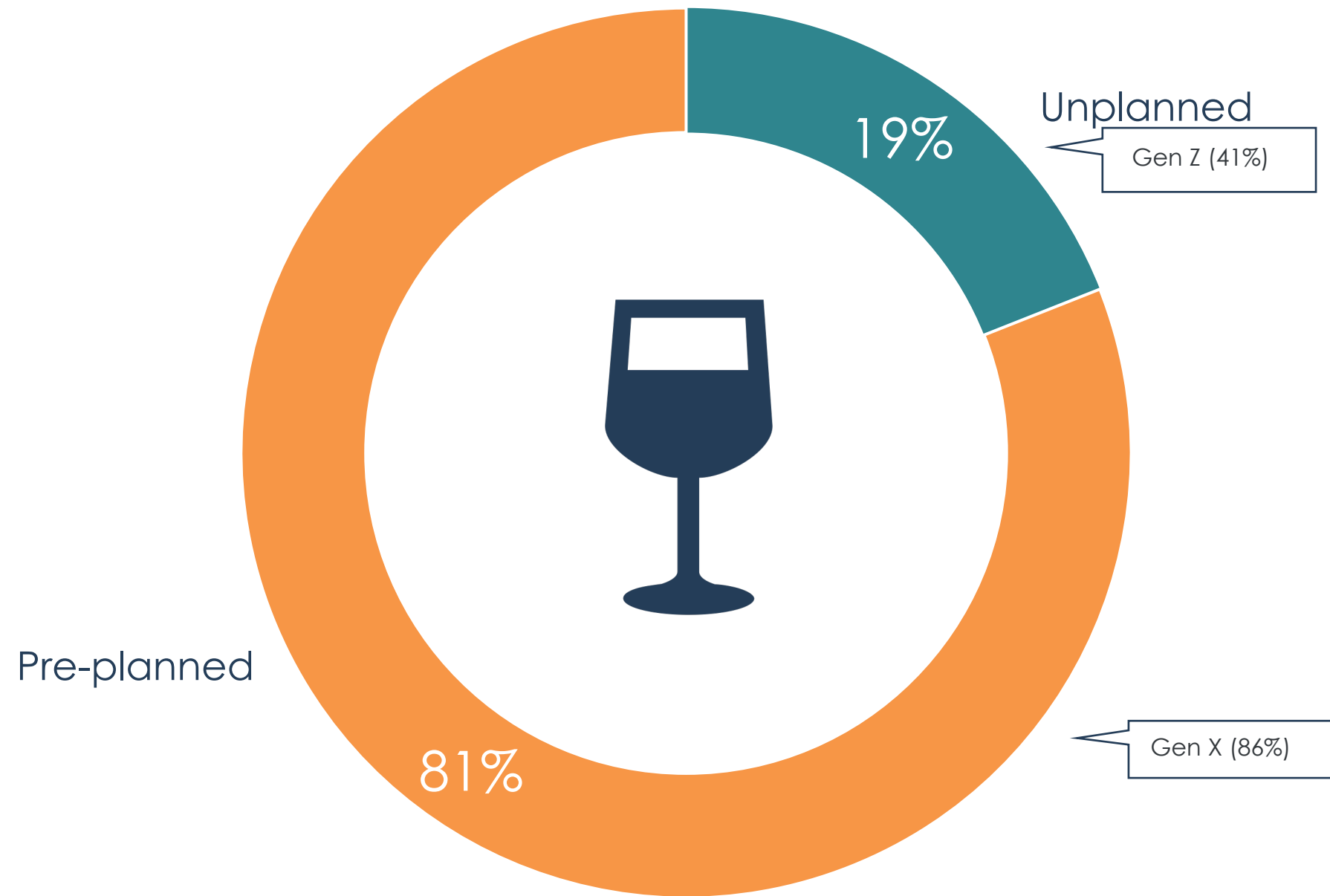


Democrat (37%)



# Planned vs. Spontaneous

The majority purchase wine during a planned trip to the store. Gen X prefers to plan the trip to the store while Gen Z is more spontaneous with their purchasing.

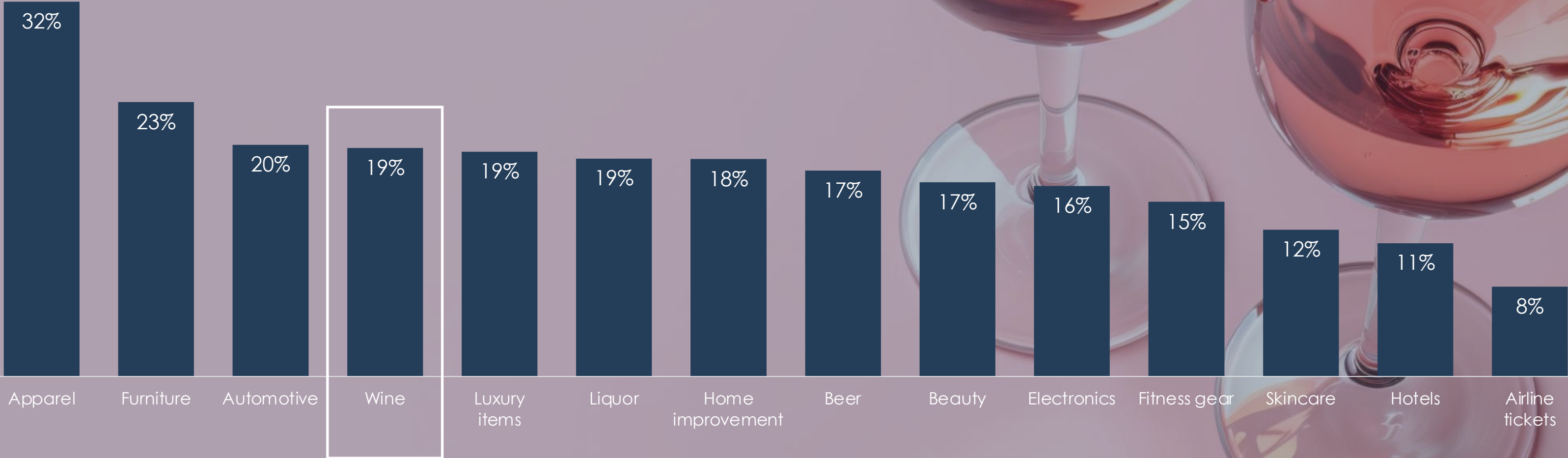




# Unplanned Purchases

Compared to other industries, wine is one of the top five categories that were purchased spontaneously.

Most Recent Purchases in Category that were Unplanned





# Unplanned Purchases: Generational Differences

Gen Z are the most likely to purchase wine unplanned. As a result, in-store advertising targeting this age cohort may be an opportunity.

	Gen Z	Millennials	Gen X	Baby Boomers
	Base sizes vary			
Apparel	25%	28%	36%	41%
Furniture	26%	25%	20%	19%
Automotive	10%	19%	24%	19%
Wine	41%	20%	14%	13%
Luxury items	14%	25%	9%	25%
Liquor	23%	20%	17%	12%
Home improvement items	37%	18%	13%	17%
Beer	28%	18%	15%	14%
Beauty supplies	20%	16%	18%	10%
Electronics	16%	17%	18%	6%
Fitness gear	12%	18%	7%	22%
Skincare	12%	14%	8%	17%
Hotel stays	35%	8%	10%	8%
Vitamins/supplements	11%	12%	7%	5%
Airline tickets	7%	8%	8%	7%

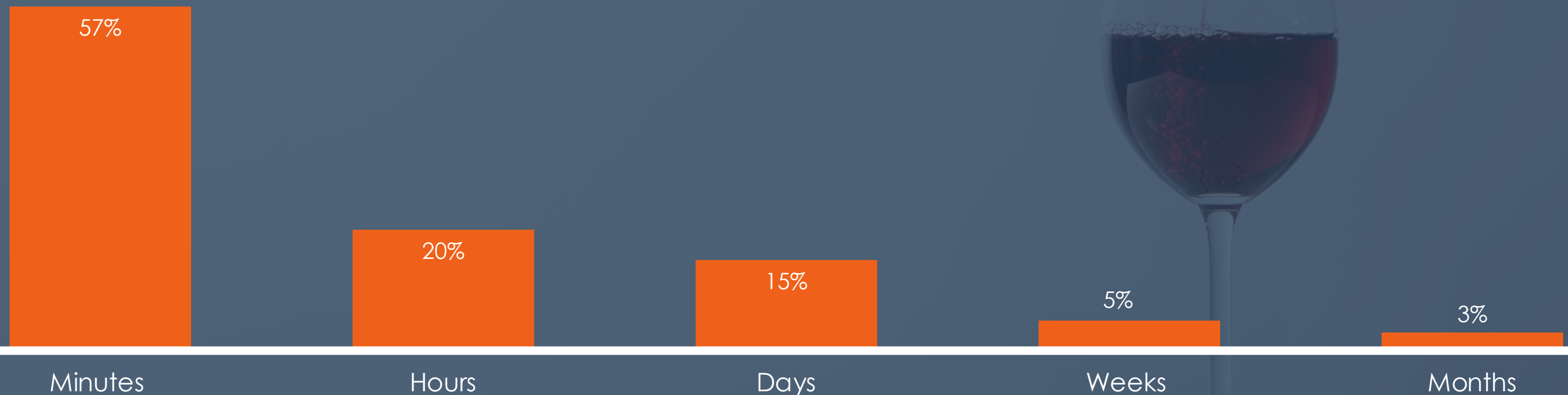
\*Shaded boxes indicate significant differences

Base: All Qualified Respondents (N=1,300)



# How Long Did it Take to Purchase?

The shopper journey for wine is short, as over half of those who planned the purchase only took minutes to decide.





# New Brands vs. Tried & True

A third of wine shoppers who planned to make a purchase are interested in trying new brands.

## Pre-Planned Wine Purchases

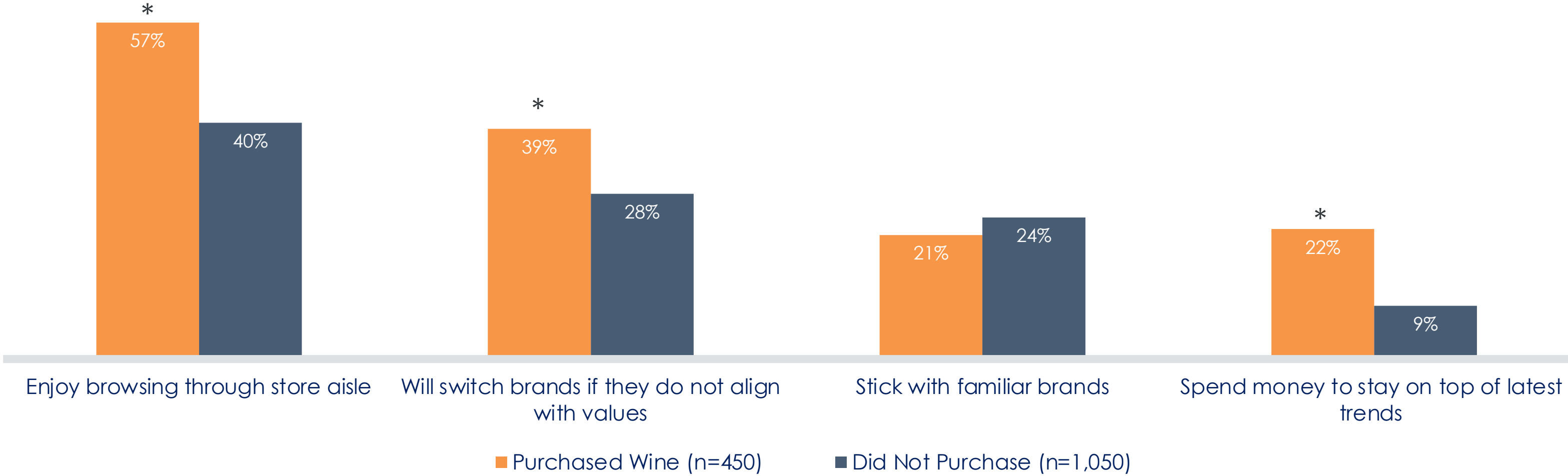




# Wine Shopper Habits

Wine shoppers are more inclined to enjoy browsing through aisles and keeping up with the latest trends.

Top 2 on a 7-Point Agree Scale



\*indicates significant differences

# Relevant Promotional Media Sources For Wine Shoppers

Television and news publications are the most influential media sources for relevant brand promotions or sales.

		Index Percent
Above Average	Television	23%
	News publications	6%
	TikTok	5%
	Facebook	1%
	Instagram	1%
Below Average	YouTube	-1%
	Radio	-1%
	Magazines	-3%
	Podcasts	-3%
	Blogs	-4%
	X (formally Twitter)	-4%
	Reddit	-5%
	Pinterest	-5%
	Threads	-7%
	Snapchat	-7%



# Optimism

Wine purchasers are extremely optimistic compared to those who have not recently purchased the drink.

# 84%

Are moderately/very optimistic  
Vs. 73% of non-purchasers





# Activity & Hobbies

Wine purchasers cook more and are more socially active.

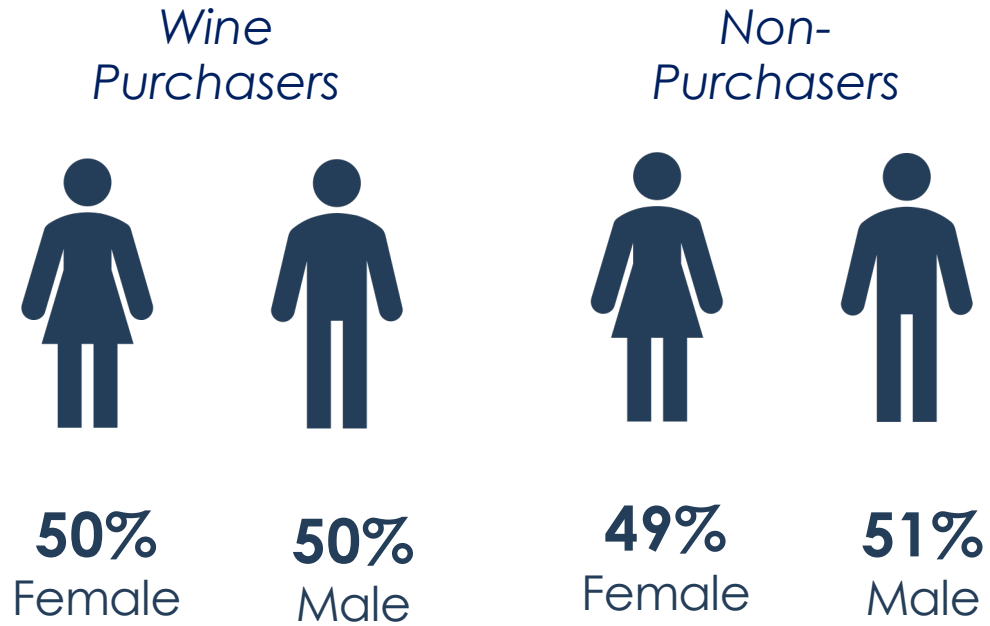
	Purchased Wine in Last Month (n=450)	Did Not Purchase (n=1,050)
Baking	64%*	56%
Crafting	29%*	23%
Concerts	20%*	12%
Dancing	23%*	15%
Gardening	31%*	25%
Going to bars/nightclubs	29%*	13%
Dining at a high-end restaurant	42%*	19%
Hosting a party/event	18%*	9%
Self care	48%*	32%
Yoga/Pilates	18%*	8%

\*indicates significant differences



# Wine Purchaser: Respondent Profile

## Gender



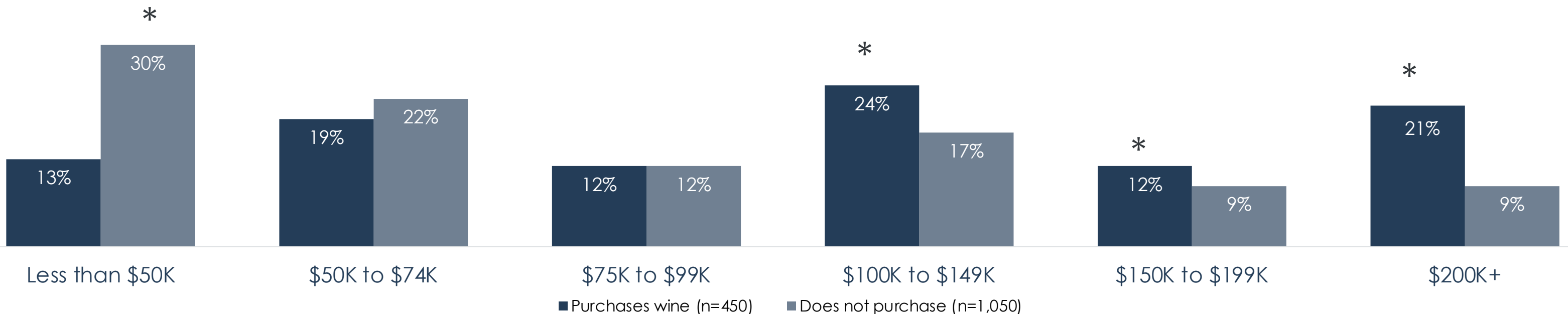
## Wine Purchasers



## Non-Purchasers



## Household Income





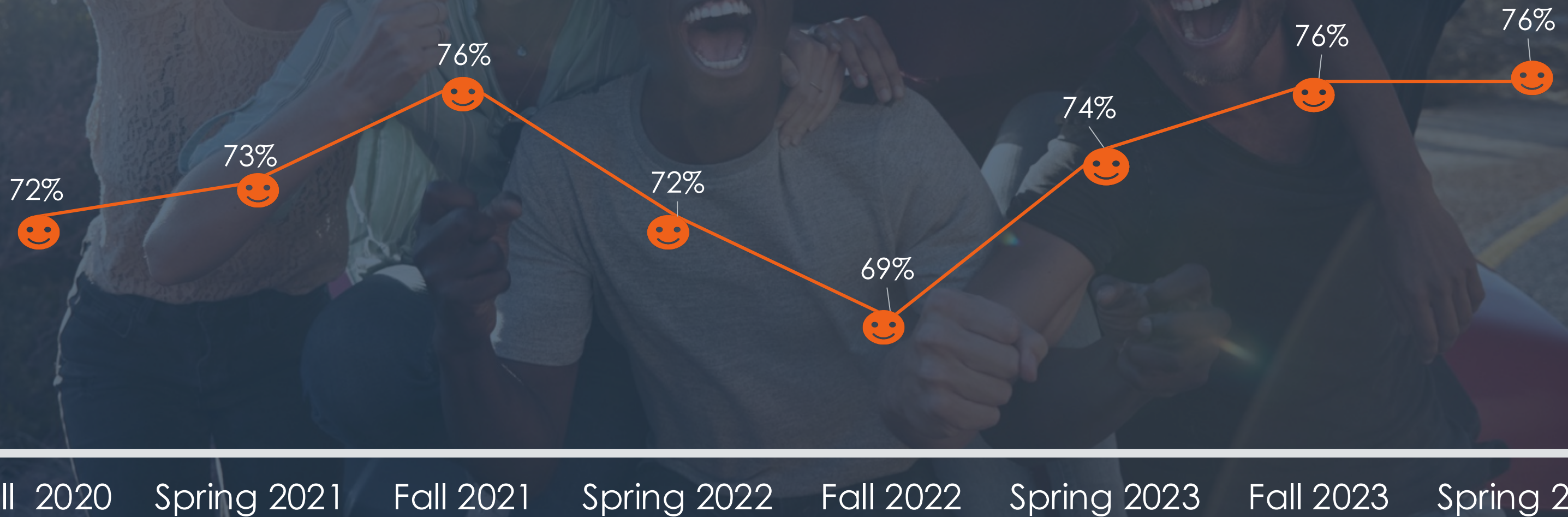
# How is the Economy Impacting Consumers?



# Consumer Optimism

Optimistic outlooks on the future remain high. The lowest sentiment was in Fall 2022.

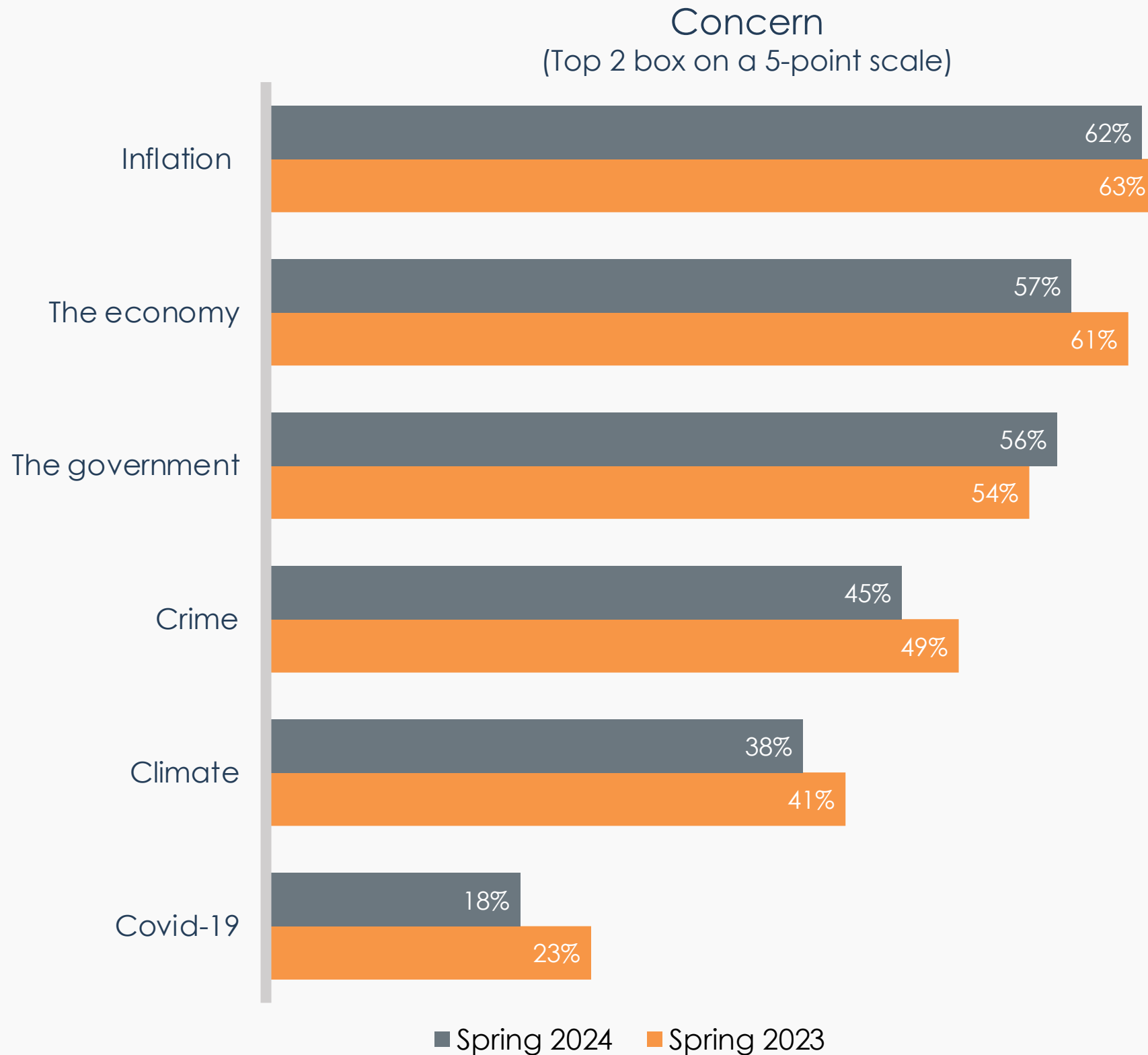
Optimism  
Top 2 box on a 4-point scale





# Top Concerns Impacting Consumers


Inflation remains the top concern among Americans. Worries about the government have slightly increased in the last year.







## Inflation is a Key Worry for Americans Regarding the Economy

“The prices of everything keeps going up while our jobs aren't paying more to keep up with the cost of living. Eventually only the higher ups will be able to afford a ‘normal’ lifestyle.”

“I am worried about the number of people who live paycheck to paycheck managing the increasing costs for everything. Inflation is making everyday items beyond the means for many.” 

“Everything is so expensive and it's hard to make enough to live and pay for everything you need to. People can't save money or have money for anything extra.” 

“Inflation is very high, and I am worried about a recession and a hit to our portfolio. We are very close to retirement and that makes me nervous.” 

“I'm worried the purchasing power of my salary will go down and I won't be able to afford to never worry about going out to eat or retirement.”



# 57%

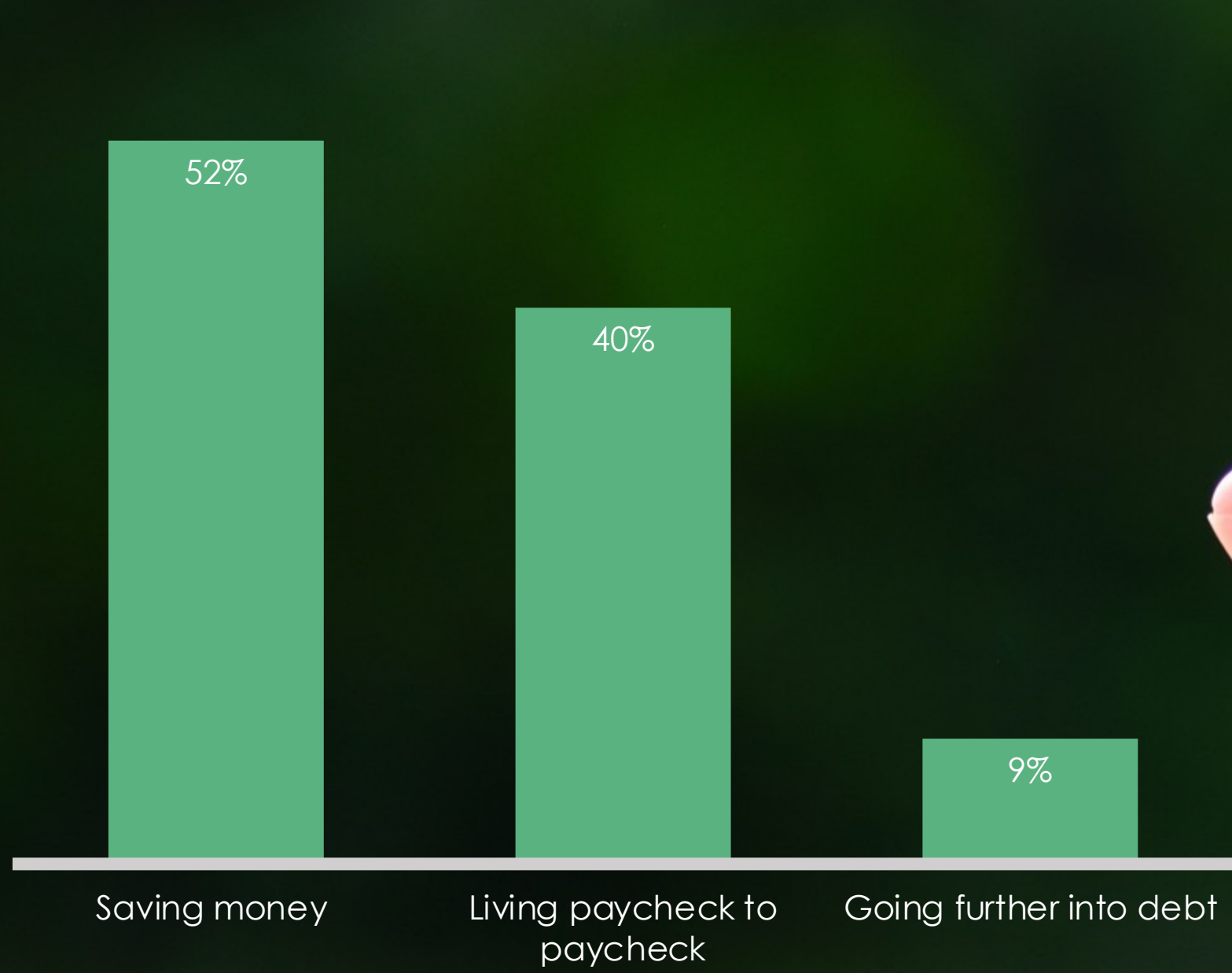
(Top 2 box on a 5-point scale)

of Americans are concerned about the economy



# Financial Positions

Only half of Americans are saving money. It is particularly concerning as a tenth are going further into debt.

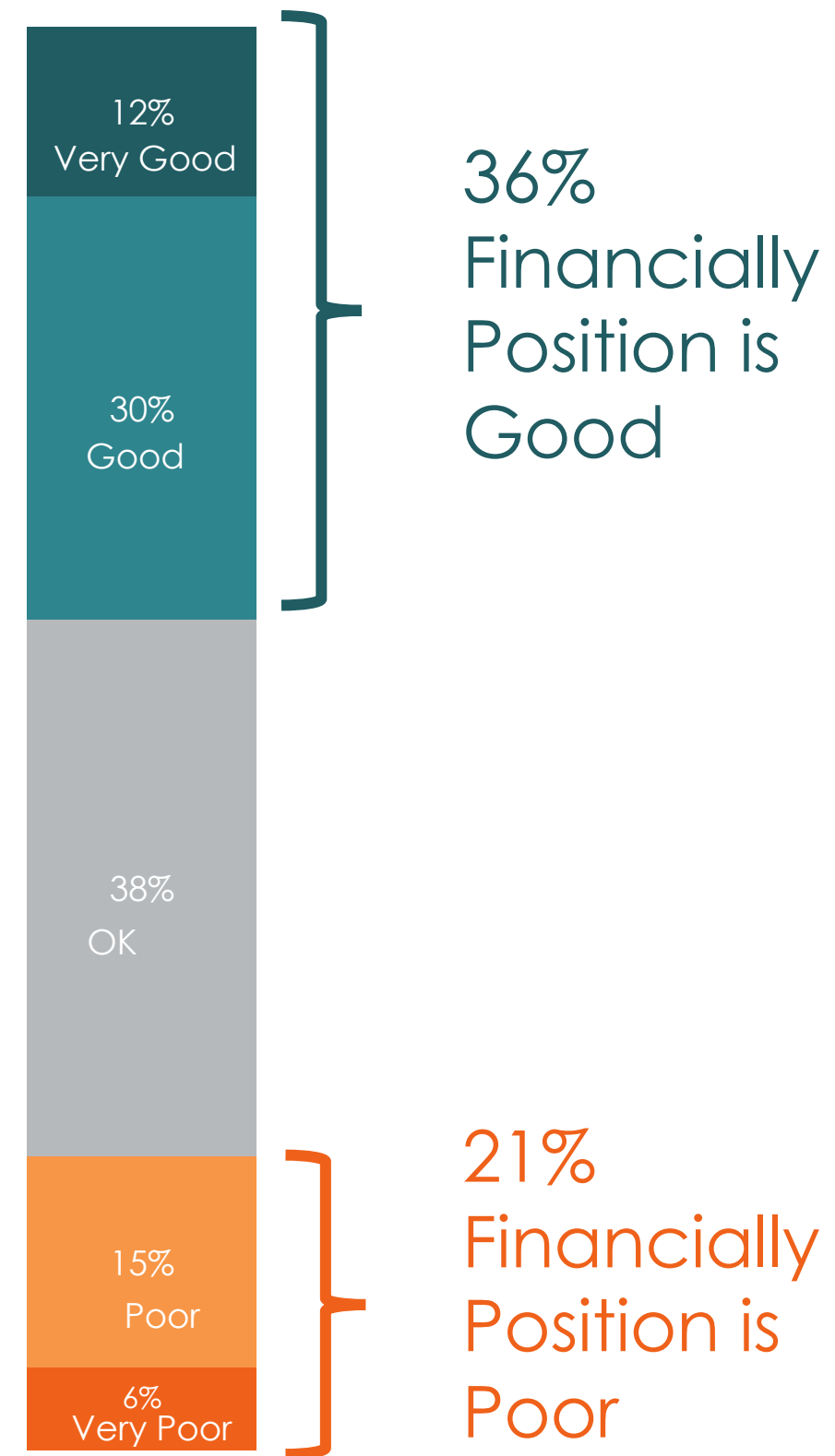






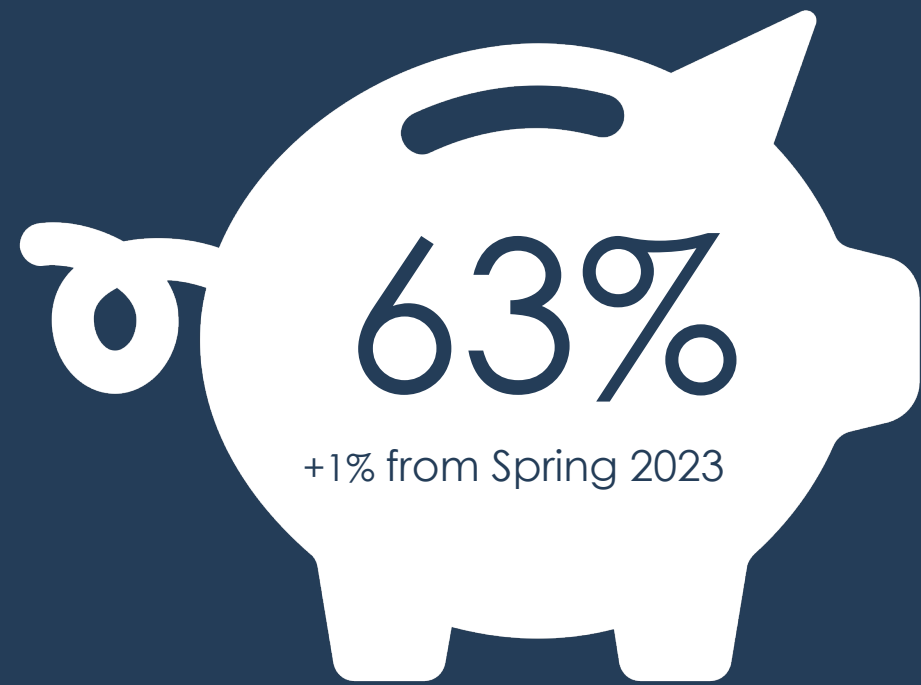
# Financial Position Comparison

One-fifth of Americans believe that they are in a bad financial situation.



# Americans Are Budget Conscious

Two-thirds of consumers continue to reduce their spending.




**More Budget Conscious**

## Who is Significantly More Likely to Be Budget Conscious

 77% Going Into Debt

**H** 71% Hispanic

 68% Republican



# About Provoke Insights

Provoke Insights is a full-service market research firm founded on the belief that research should better align with marketers' needs. Our mission is to empower brands by providing them with the insights they need to navigate today's ever-changing marketing landscape.

Unlike traditional market research firms, we take a more agile and innovative approach to our work. Our team is dedicated to developing initiatives that are designed to address the unique and evolving needs of today's market quickly and effectively.

What sets Provoke Insights apart from other research firms is our singular focus on branding and advertising initiatives. Our team consists of seasoned researchers who are also experienced brand and media strategists. With this expertise, we deliver actionable insights that help brands succeed in their marketing efforts.

For more information or press inquiries, reach out to [info@provokeinsights.com](mailto:info@provokeinsights.com).

