



# SOUTH AFRICA BRAND REPORT

## – CONSUMERS OF SPARKLING WINE/CHAMPAGNE –



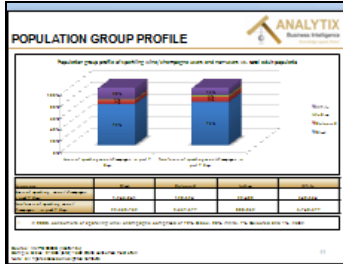
**COMPILED: JANUARY 2010**

# REPORT OVERVIEW

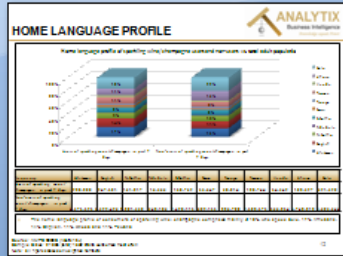
**Compiled: January 2010  
(66 pages)**

- This report examines the sparkling wine/champagne segment of the South African market.
- It answers the questions: who are the users of sparkling wine/champagne, what brands are they using, and how do I communicate with them?
- It provides a comprehensive profile of the entire sparkling wine/champagne segment, as well as a detailed segmentation by brand, namely: Cinzano; J.C. Le Roux; Nederburg.
- It examines in detail the demographics, lifestyle, media consumption and cellphone and Internet usage of the sparkling wine/champagne segment by brand, making it a vital reference report for anyone wanting to understand this segment of the market.

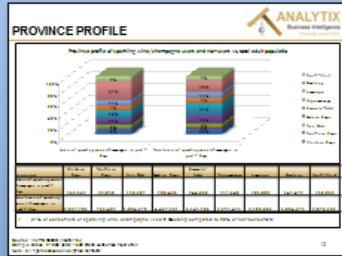
# SCREENSHOTS FROM REPORT



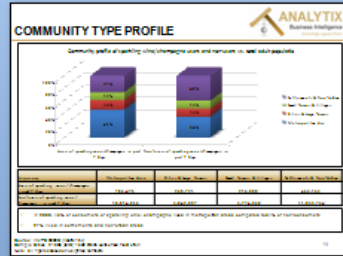
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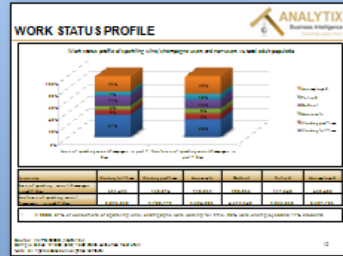
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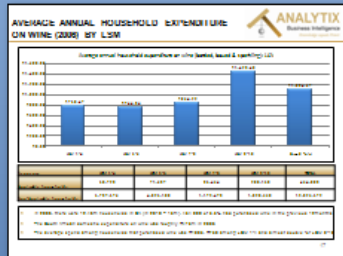
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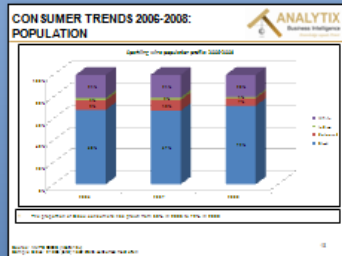
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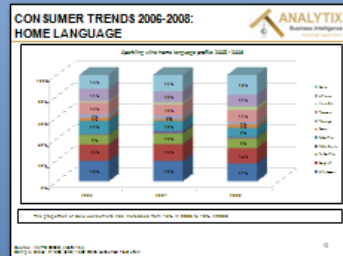
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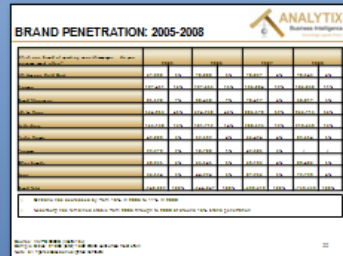
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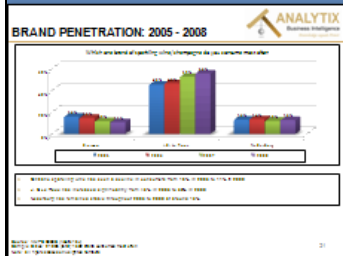
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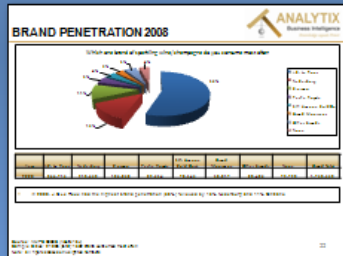
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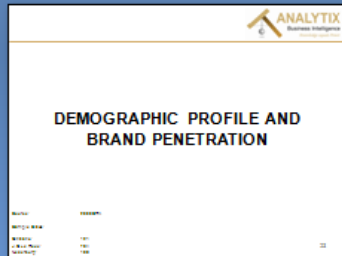
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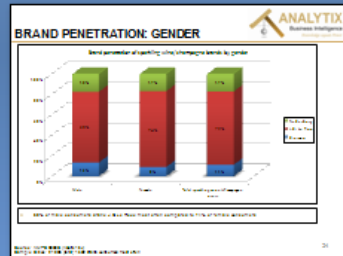
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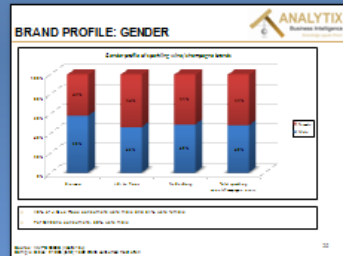
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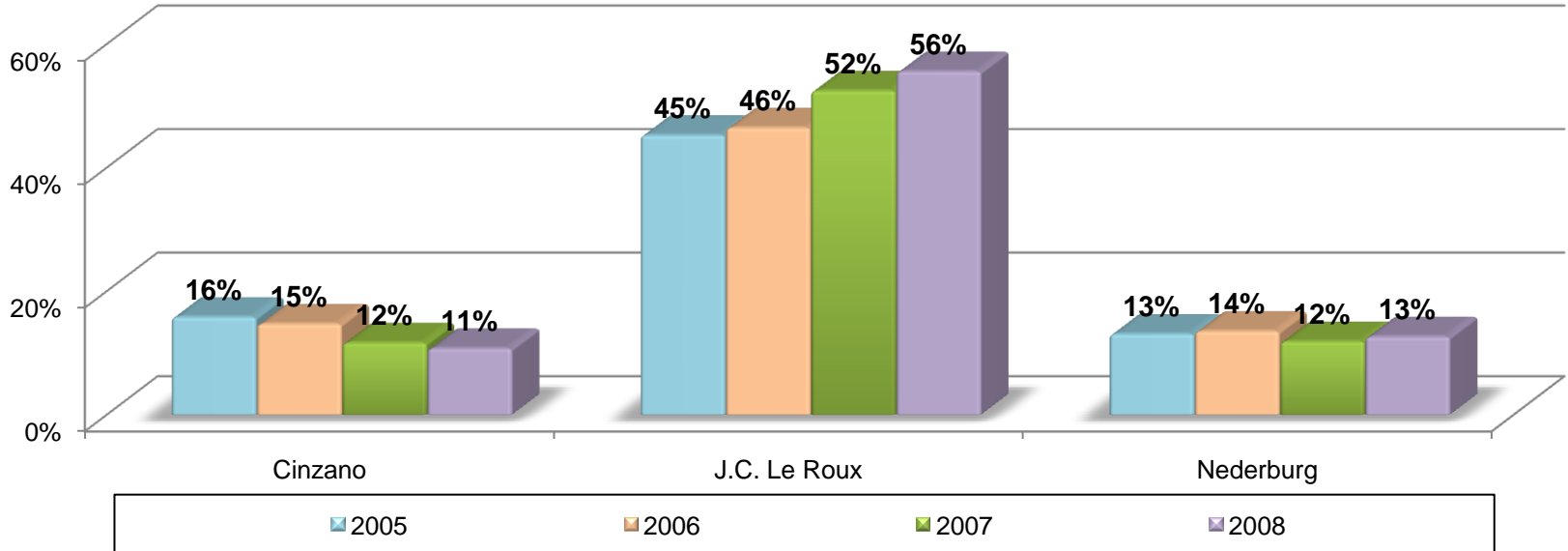


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66 page report with 70+ charts, graphs, tables and insights

# SAMPLE FROM REPORT: BRAND PENETRATION 2005 - 2008

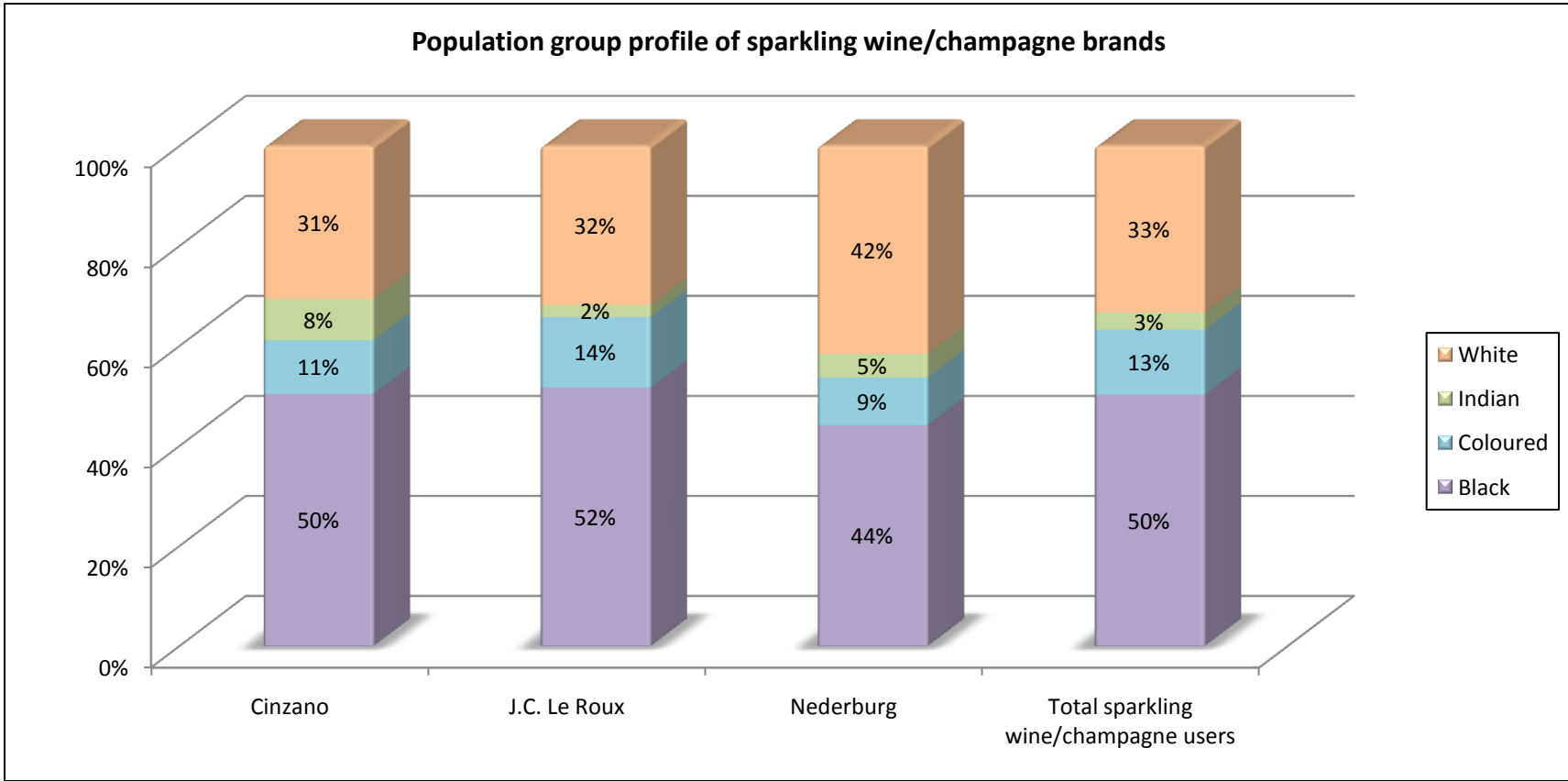
Which one brand of sparkling wine/champagne do you consume most often?



- Cinzano sparkling wine has seen a decline in consumers from 16% in 2005 to 11% in 2008
- J. C Le Roux has increased significantly from 45% in 2005 to 56% in 2008
- Nederburg has remained stable throughout 2005 to 2008 at around 13%

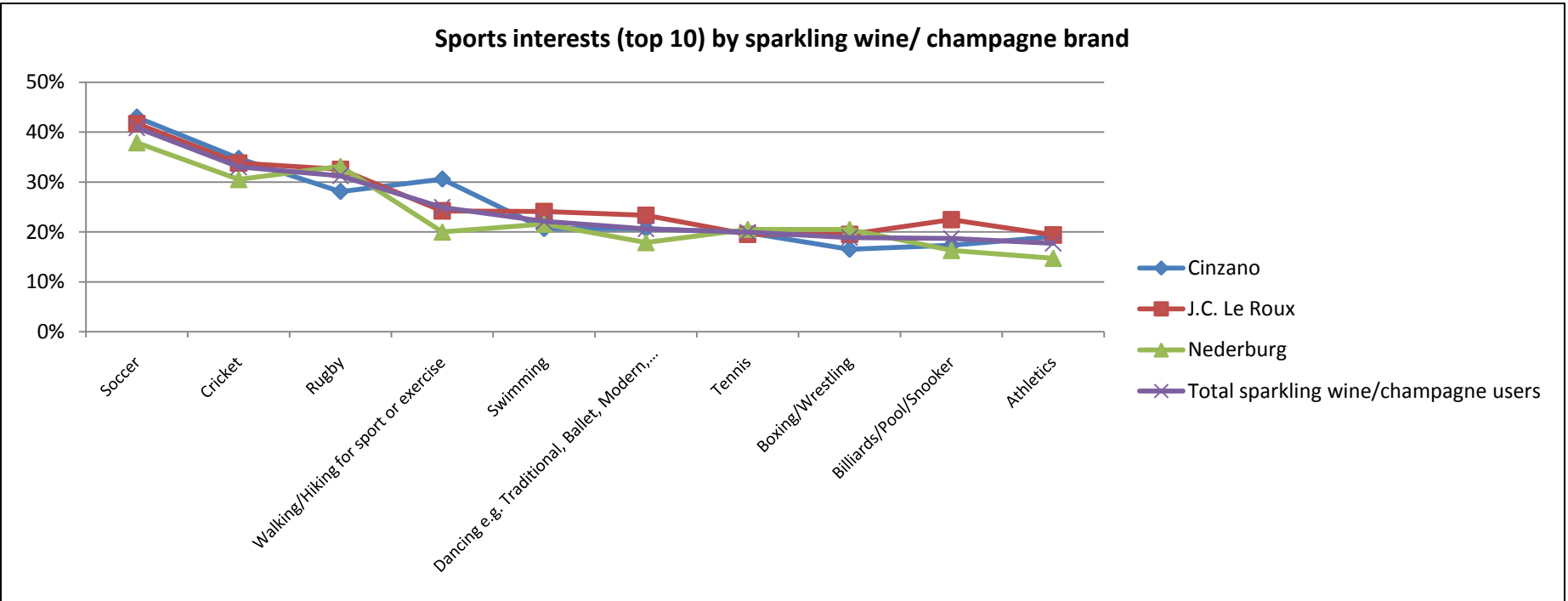
Source: AMPS 2008B (Adults 16+)  
Sample Sizes : 21 083 (total); 1332 brand consumed most often  
Note: all figures based on weighted numbers

# SAMPLE FROM REPORT: BRAND PROFILE: POPULATION



- Nederburg consumers comprised of 44% Black, 42% of White, 9% Coloured and 5% Indian
- For J.C Le Roux, 52% of consumers were Black

# SAMPLE FROM REPORT: SPORTS INTERESTS (TOP 10)



- In 2008 the most popular sports interests among all sparkling wine consumers were Soccer, Cricket and Rugby
- Walking/ Hiking is a popular interest among Cinzano consumers

Source: AMPS 2008B (Adults 16+)  
Sample Sizes : 21 083 (total); 1332 brand consumed most often

# SAMPLE FROM REPORT: TOP 3 MONTHLY MAGAZINES

| Cinzano         | Percentage |
|-----------------|------------|
| Men's Health    | 9%         |
| True Love       | 7%         |
| Reader's Digest | 7%         |

| J.C. Le Roux | Percentage |
|--------------|------------|
| True Love    | 11%        |
| COSMOPOLITAN | 8%         |
| BONA         | 7%         |

| Nederburg         | Percentage |
|-------------------|------------|
| COSMOPOLITAN      | 8%         |
| True Love         | 7%         |
| Oprah Magazine SA | 6%         |

| Total users  | Percentage |
|--------------|------------|
| True Love    | 9%         |
| COSMOPOLITAN | 7%         |
| Men's Health | 7%         |

- In 2008, the most popular top three monthly magazines were True Love (9%), Cosmopolitan (7%) and Men's Health (7%)
- The most popular three monthly magazines among Cinzano consumers were Men's Health (9%), True Love (7%) and Reader's Digest (7%)

Source: AMPS 2008B (Adults 16+)  
 Note: all figures are based on AMPS sample Sample Sizes : 21 083 (total); 1332 brand consumed most often  
 Note: all figures based on AMPS AIRS (average issue readership) totals

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- 1.2. **Global Wine Market: Consumption Trends**
- 1.3. **South African Wine Market: Background**
- 1.4. **South African Wine Market: Current Overview**

## 2. Profile of Sparkling Wine/ Champagne Users and Non-Users (2008)

- 2.1. **Consumers of Sparkling Wine/ Champagne:** Overview: Total adult population (2005-2008); Total sparkling wine/ champagne user segment (2005-2008); Usage Overview (2005-2008)
- 2.2. **LSM Group:** 16-19; 20-24, 25-34, 35-44, 45-49, 50-54, 55-64, 65+
- 2.3. **Gender:** Male; Female
- 2.4. **Age:** 16-24; 25-34; 35-49; 50+
- 2.5. **Lifestage:** At home singles; Starting-out singles; Couples; Parents; Single parents
- 2.6. **Population Group:** Black; White; Coloured; Indian
- 2.7. **Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 2.8. **Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West

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- 3.4. **Brand Penetration: 2005-2008**
- 3.5. **Brand Market Penetration:** : The sparkling wine/champagne segment has been further segmented by brand: Cinzano; J.C. Le Roux; Nederburg

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- 6.1. **Newspaper readership:** Top three daily and weekly newspapers by brand
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- 6.3. **Free Magazine readership:** Top three “free” magazine readership by brand
- 6.4. **TV channels:** Top three TV channels by brand
- 6.5. **TV channels via DStv:** Top three TV channels via DStv by brand
- 6.6. **Radio Stations:** Top three radio stations by brand

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