Wine Australia Cider Survey: US

Executive Summary: US

IWSR drinks market analysis

Executive Summary

- The US cider target audience appears predominantly **white**, **urban or suburban**, geared towards **professional/managerial** and fairly **spread out over the various age groups**

- Consumers of **all age groups** appear highly internet-savvy with differences only apparent in terms of smart devices/app usage, but not in terms of browsing, ecommerce or social media usage. Usage of **Facebook** is almost ubiquitous, with claims of using **YouTube and Instagram** also high.

- **Craft cider consumption** is a significant claim among respondents. **Variety** and **trial** are important when drinks are being chosen, domestic nationalism does not seem to play a role and the term ‘craft’ appears to have positive connotations, with flavour, taste, quality and diversity the leading themes when considering ‘craft’. There is, however, also a permeating theme of respondents **willing to support small, local businesses** – an issue that may hamper the support of imported craft brands.

Executive Summary

- An identification of **provenance** appears important – whether real or perceived. This is important not only for craft drinks, but even for mainstream brands.

- **At home consumption** scores significantly higher than consumption in a pub/bar in the US. Opportunity, therefore, seems to lie more in the off-premise.

- **Taste, refreshment** and **variety** are at the forefront of why ciders are chosen. 'Crisp', 'fresh' and 'fruity' are important cues for choosing cider, as is the word 'crafted'. There is also significantly higher association with the term **'sweet'** than with the term 'dry'.

- **Summer consumption** (Jun-Aug) remains at the forefront for cider, but consumption claims in winter – the lowest season – are not materially different. While there is seasonality this is not particularly extreme.

- In the US**, novelty** seems to outweigh **familiarity and brand loyalty** in choosing a cider brand – both in on- as well as off-premise. Price considerations and active promotions weigh heavier in off-premise. Merchandising at the point of off-premise purchase appears to be paid attention to.

Executive Summary

- While **traditional apple flavour** is preferred overall, **fruit-flavoured ciders** have significant clout.

- US cider drinkers in this survey are **more aware of a large number of brands than they are active drinkers of**. There appears to be a ubiquity of brands they have come across, but trial rates remain below recognition rates. Both recognition and usage is strongly skewed towards leading brand, Angry Orchard.

- Australia as a concept rates highly among the US cider drinker survey in both prompted and unprompted word association exercises. While **food, drink and fruit cues** are towards the lower end of prompted recognition, they still are in very acceptable double digits.

- US cider drinkers surveyed had good awareness of only a few Australian brands tested. By far the leading one of them is **Yellowtail** followed fairly closely by **Fosters**, both way ahead of runners-up clothing brands**.** Following the eminence of the Yellowtail wine brand, Australian **wine** is at the forefront of consumption claims among beverage alcohol from Australia.

- US cider drinkers surveyed overwhelmingly claim **they would, indeed, try Australian craft ciders**, but mostly with a **vague notion of wanting to try something different**. The trustmark may help, with two thirds of respondents reacting positively.

Context: US

Methodology

Nationally representative quotas were set for **age and gender (within each age range).**

Age & Gender	Males	Females
21-34	135	144
35-44	174	167
45-54	75	98
55-64	57	94
65-70	35	25

Respondents were screened based on whether or not they drink **'craft or mainstream ciders**' at least every 2-3 months.

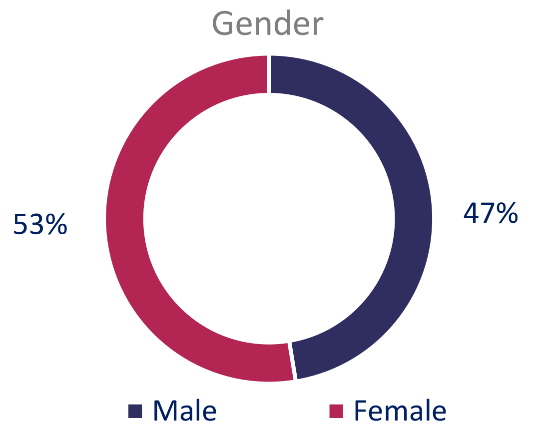
Which of these types of drinks do you drink at least every 2 to 3 months?
(multiple choice)

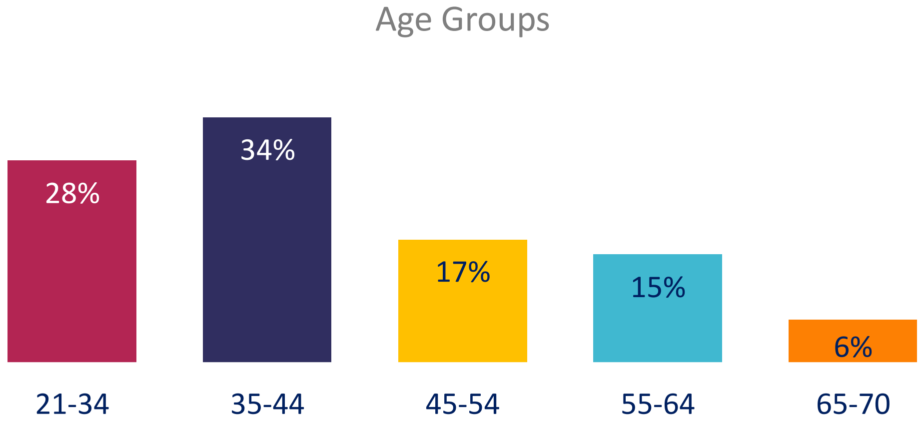
- Carbonated soft drinks
- Bottled water
- **Craft and/or mainstream ciders**
- Beers, lagers, and ales
- Spirits
- Wine
- Fresh juices
- None of these

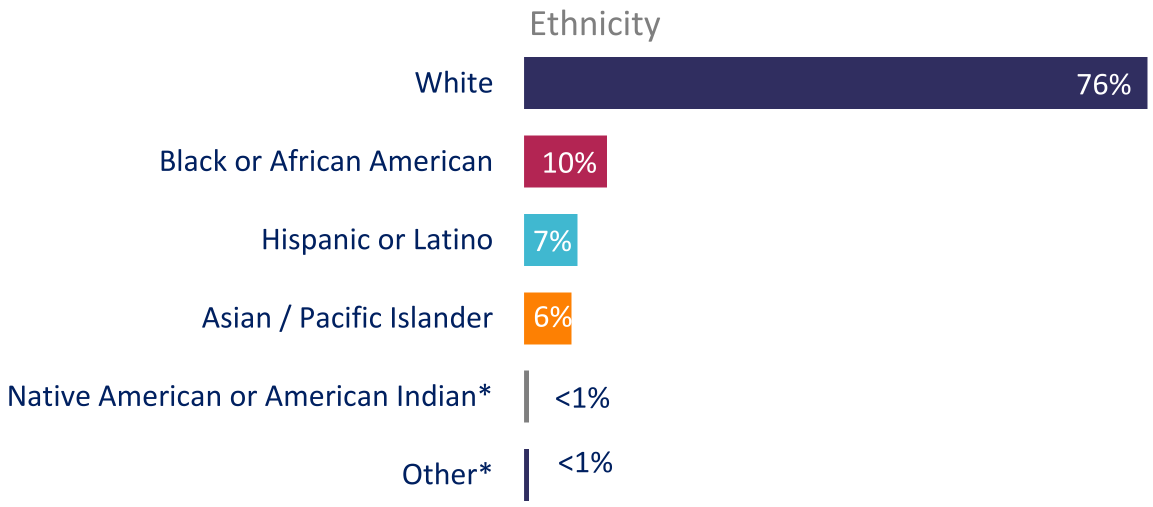
Screened out unless selected

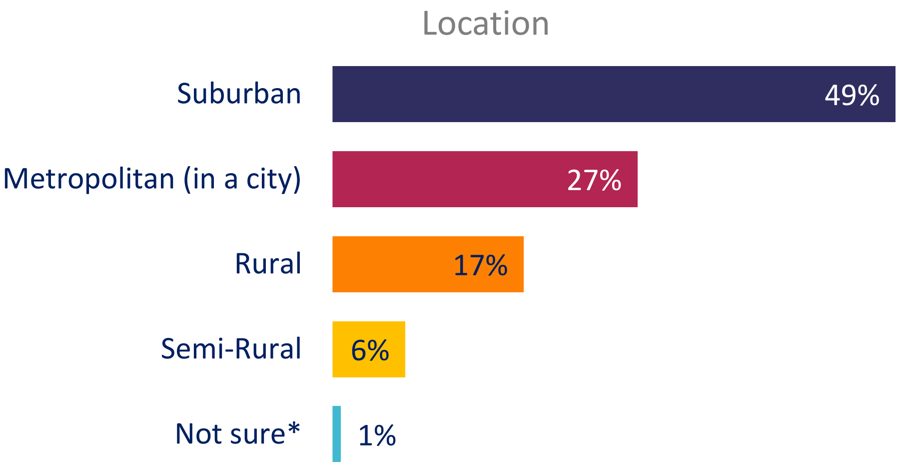
Context

The survey was held among a group of respondents broadly representative of the national population in terms of gender and age. Cider drinkers in the US appear predominantly white and mostly urban or suburban, although there is a sizeable rural/semi-rural element and there is some uptake by non-white cider drinkers.



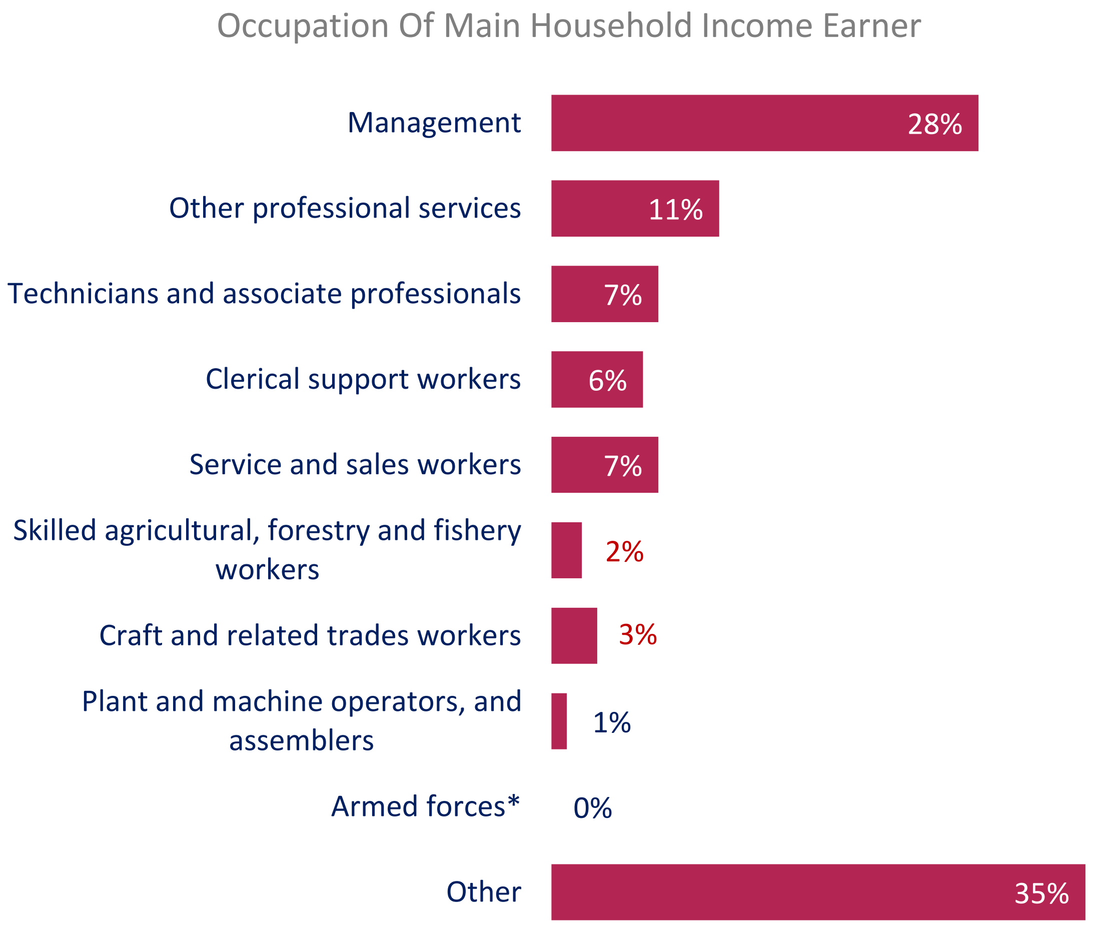


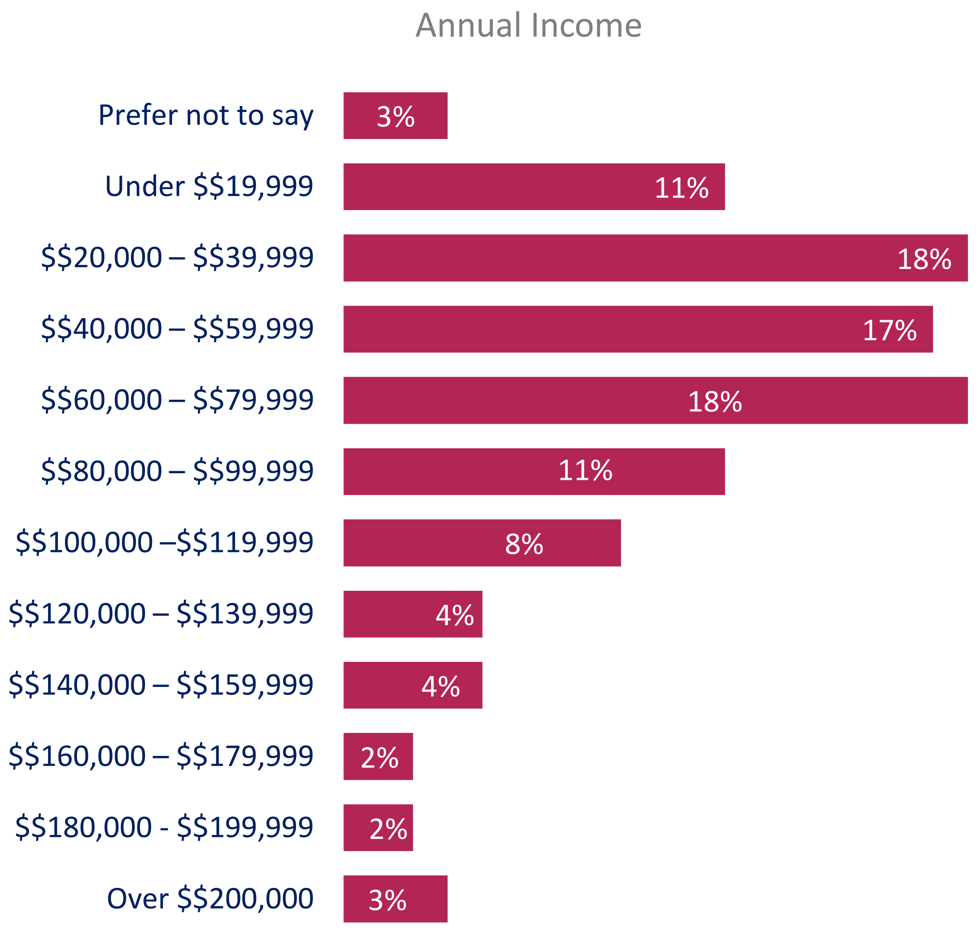




Q1-3 & Q5. "Demographics"
Base size: All respondents (n=1004)
* Low base size

US cider drinkers in this survey appear predominantly in professional roles, although reluctance to specify is high. Prevailing annual incomes are between US$ 20-80,000.

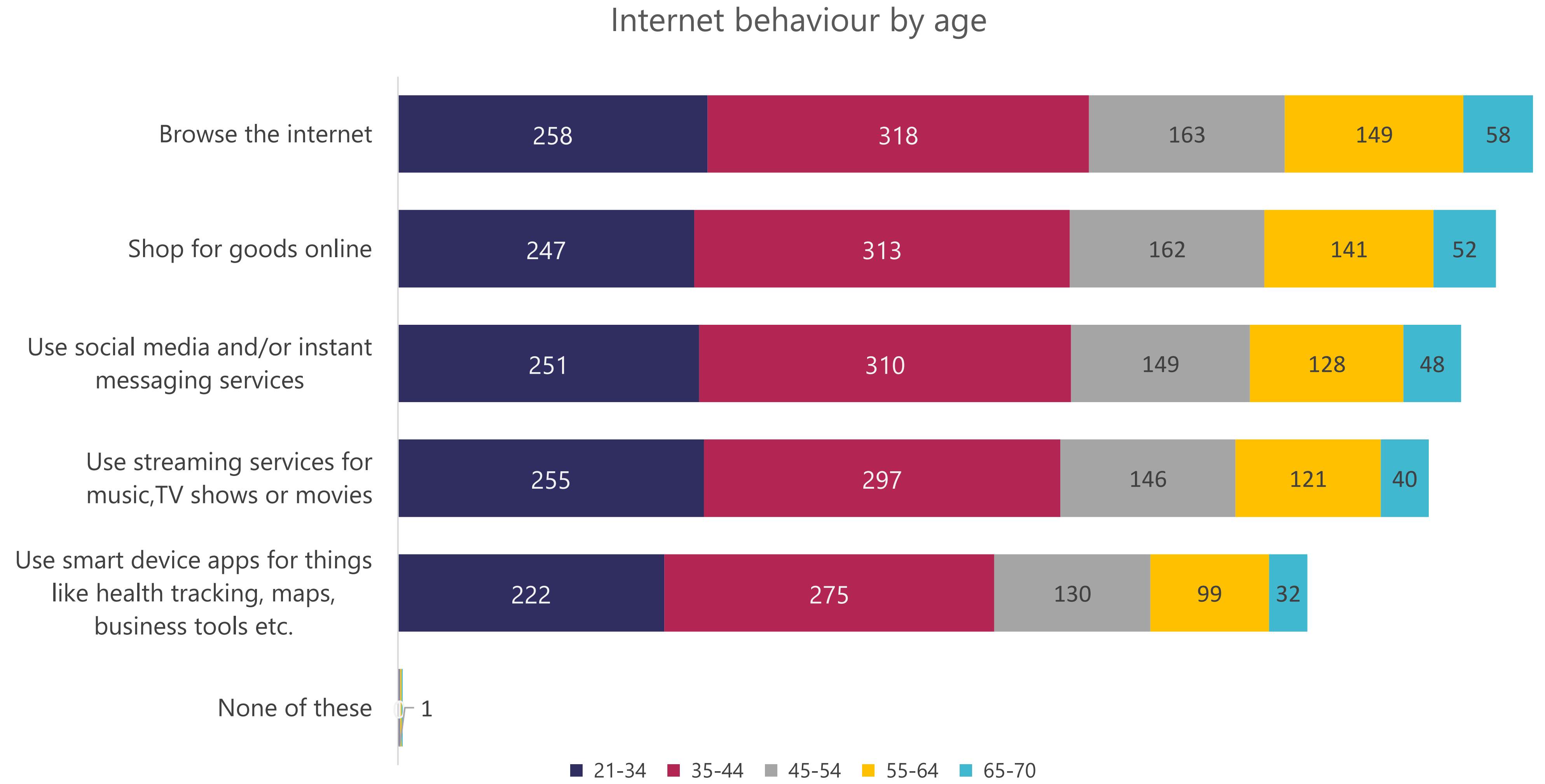




Q4 & Q6. “Employment & Earnings”
Base size: All respondents (n=1004)
* Low base size

Context

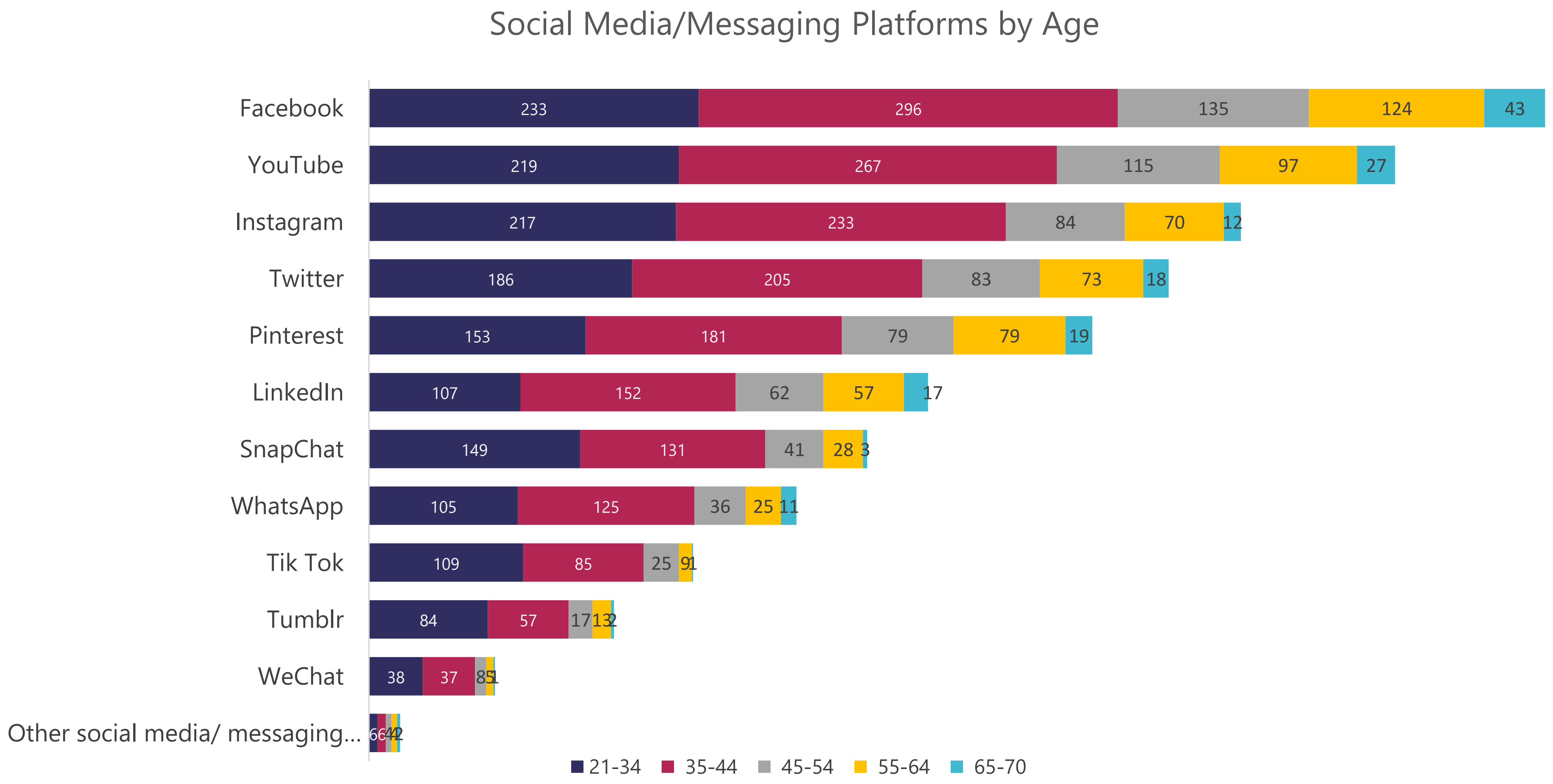
There is **little difference in internet behaviour** between the ages apart from the oldest cohort. Among US cider drinkers in this survey, the mid-age cohort is ahead consistently of other age groups in all internet usage functions. Streaming services and the usage of apps is slightly reduced among older UK cider drinkers. Smart devices are the lowest-mentioned function, at 80% of total responses.



Q8. "Which of these things do you do once a month or more often?" (multiple response)
Base size: All respondents (n=1004)

Context

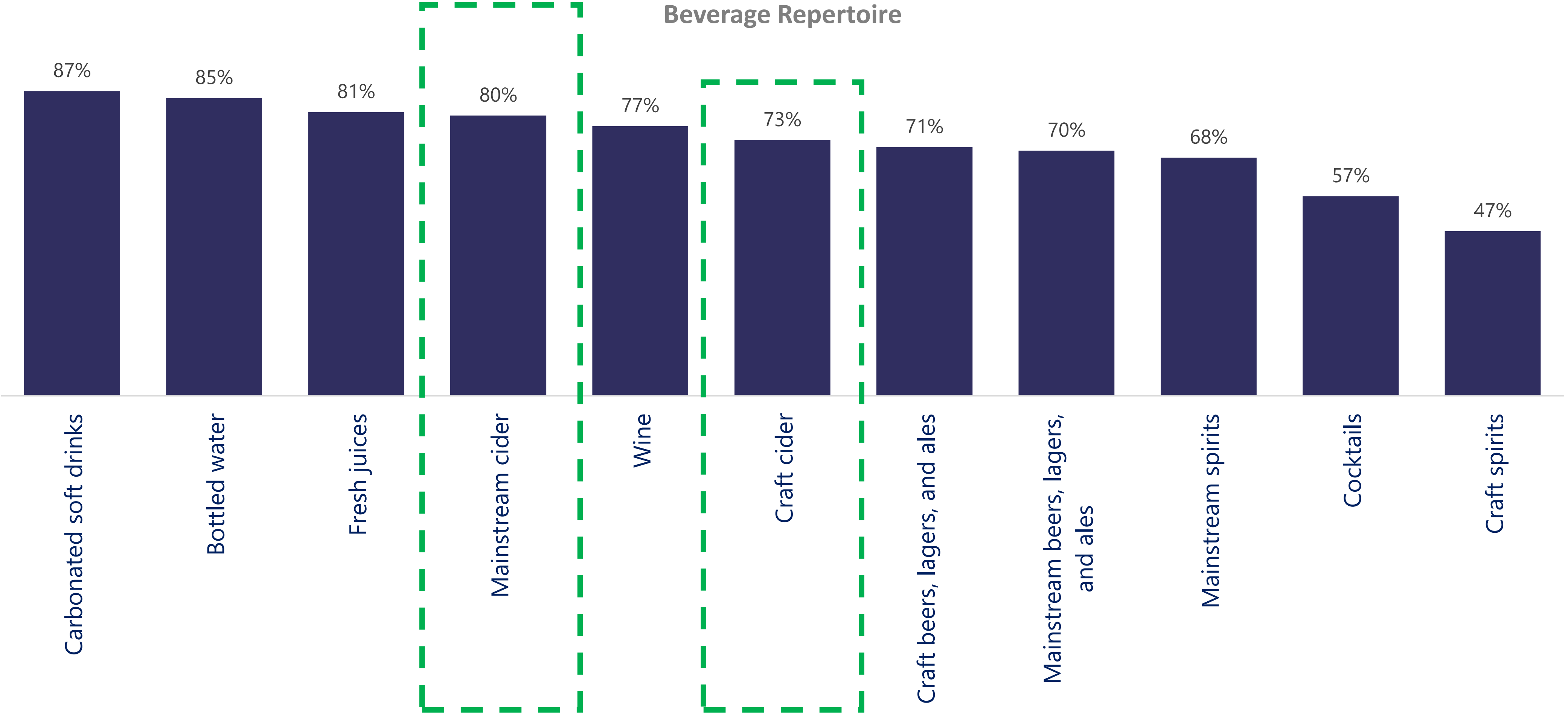
Facebook has the broadest and most diverse usage in terms of age groups among social media users, used by 94% of all respondents. **YouTube and Instagram** follow with 82% and 70% respectively, shedding mostly older cohorts on the way.



Q9. "Which social media and/or instant messaging services do you use?" (multiple response)
Base size: All respondents who use social media (Q8) (n=886)

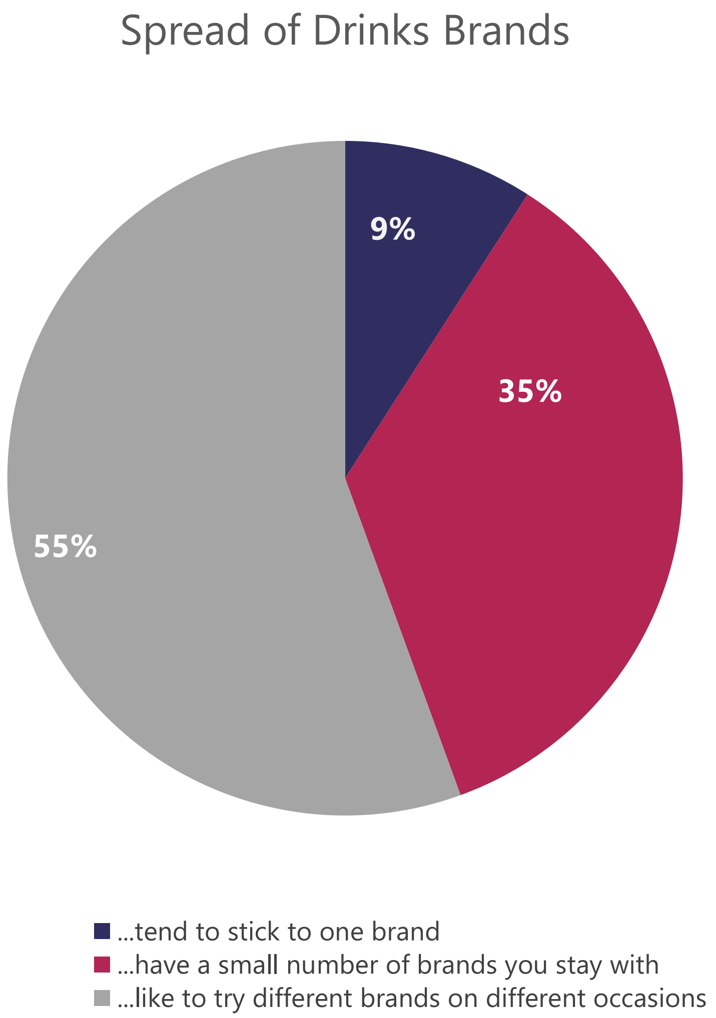
Drinking Behaviour: US

Among the cider drinkers surveyed **most identify themselves as drinking mainstream ciders** but a sizeable proportion also as **craft cider drinkers** – ahead even of craft beer.



Q7. "Which of these types of drinks do you drink at least every 2 to 3 months?" (Multiple response)
Base size: All respondents (n=1004)

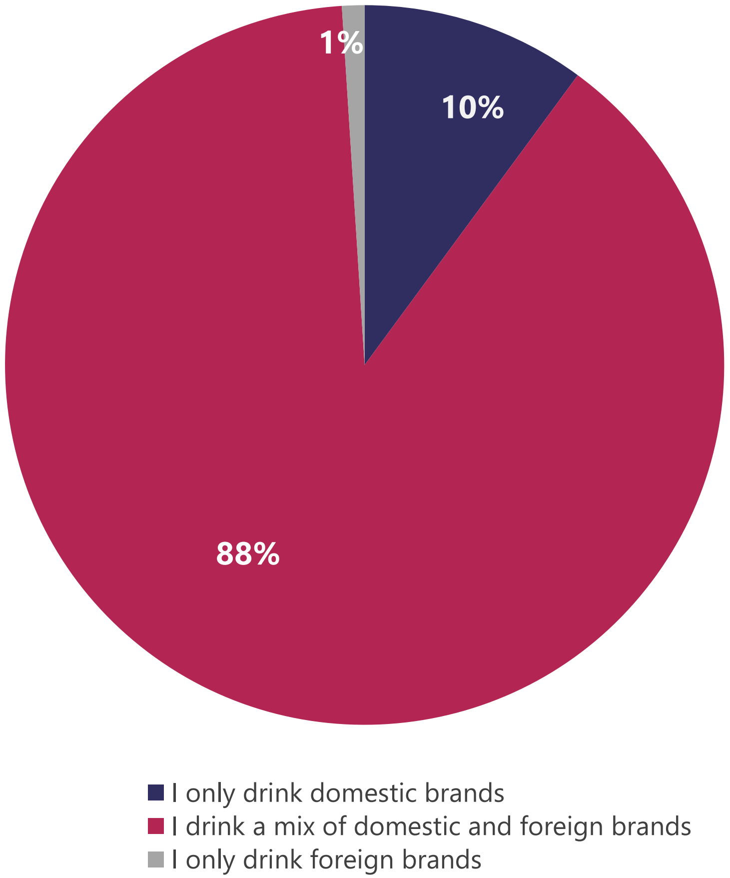
Variety and trial is a key consideration for US drinkers to choose their drinks brands although this is coupled with **loyalty** to at least a small number of brands.



Q13. "When choosing drinks brands, do you... (n=1004)

Variety is also key when choosing brands of different provenance. There is only a small proportion of US drinkers surveyed who stick only to local brands, and there is no expressed preference for imported brands.

Local or Imported Drinks?



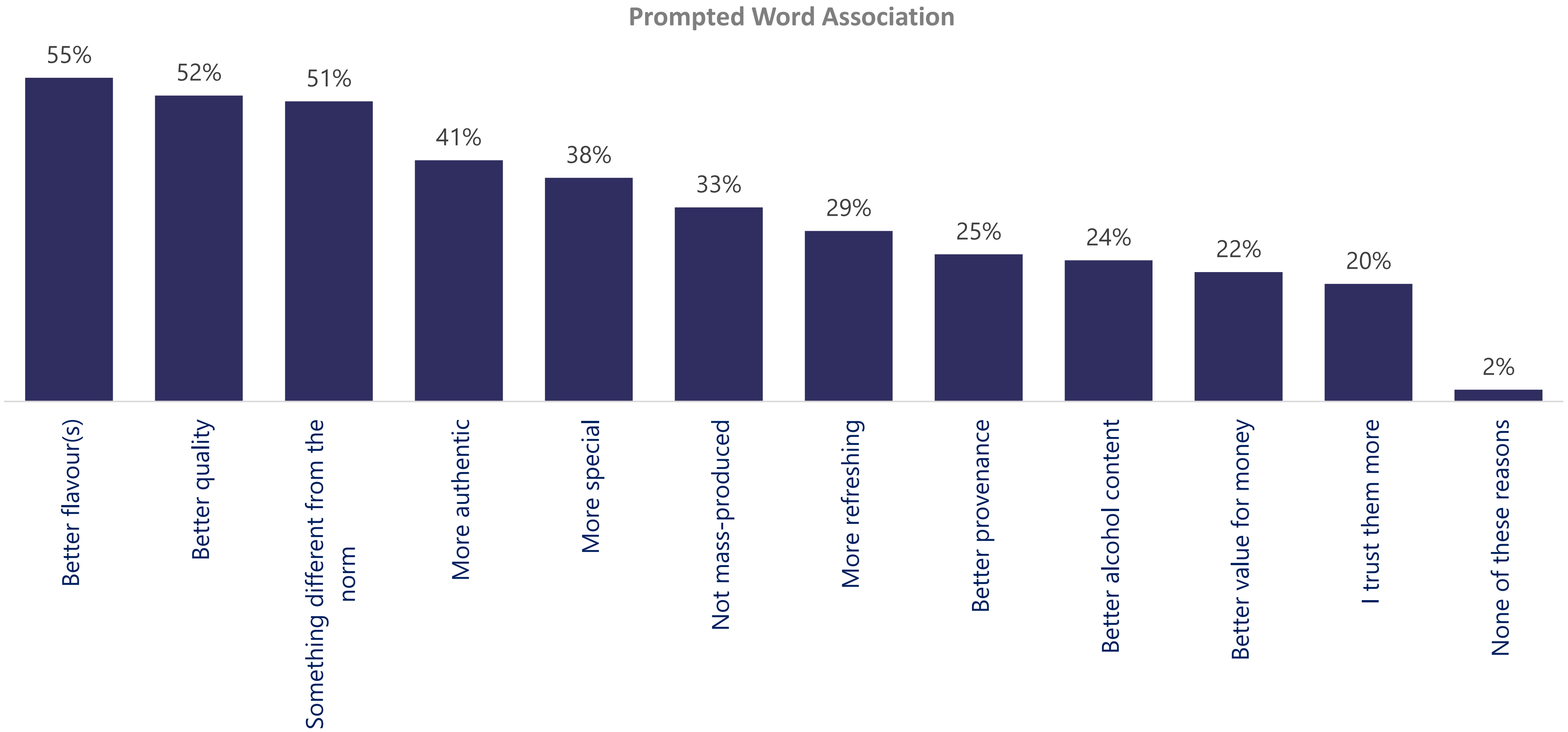
Q14. "Do you drink domestic brands (from your own country), foreign brands, or a mix?" (n=1004)

Attitudes Towards ‘Craft’: US

'Like', 'flavour', 'taste', 'different' and **'try'** are the key words used in providing reasons for choosing craft over mainstream drinks brands. **Support for small and local businesses** is also at the forefront of mentions.

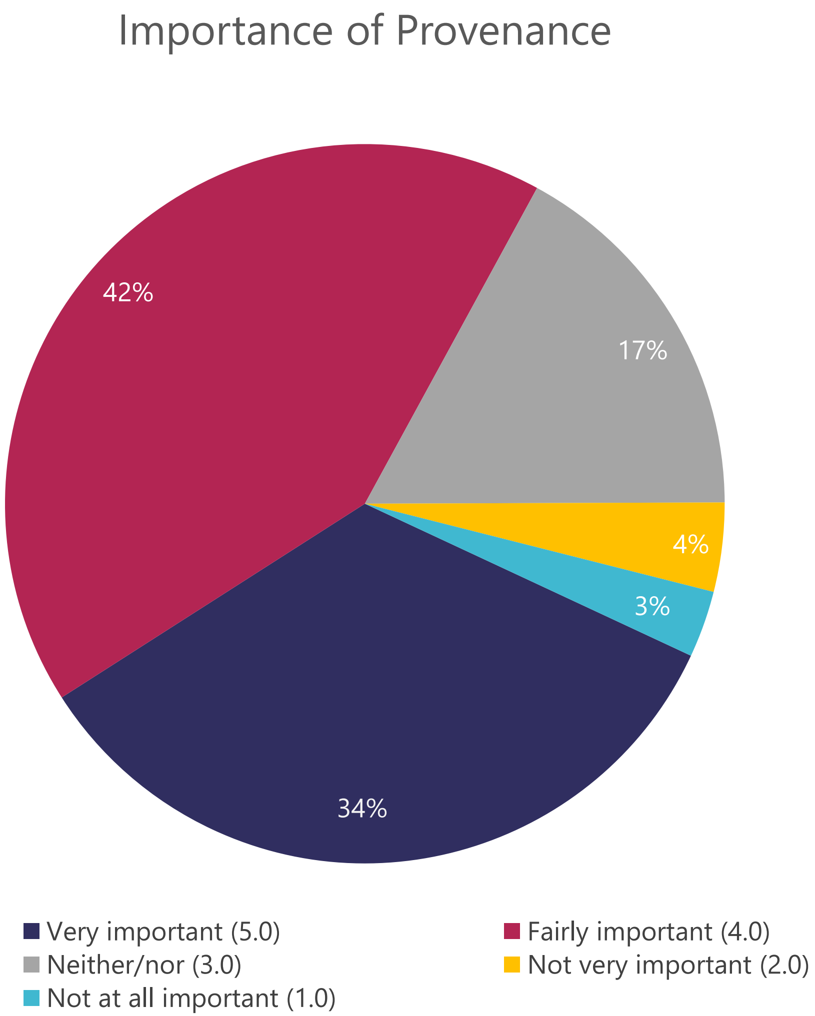
Q15. "You've mentioned, that you drink craft drinks brands. In your own words, tell us why you choose them over mainstream brands?" (n=1004)

Superior quality and **variety** appears to be at the forefront of why US consumer choose craft drinks



Q16. "And which of these reasons fit with why you choose craft drinks brands over mainstream drinks brands? Please select all reasons, even if you mentioned them in the previous question?" (n=878; craft drinkers only) (Multiple response)

Three quarters of respondents, **irrespective of whether they drink craft brands**, assign importance to knowing where the drinks come from. While less than a fifth are ambivalent, only 7% assign little or no interest.

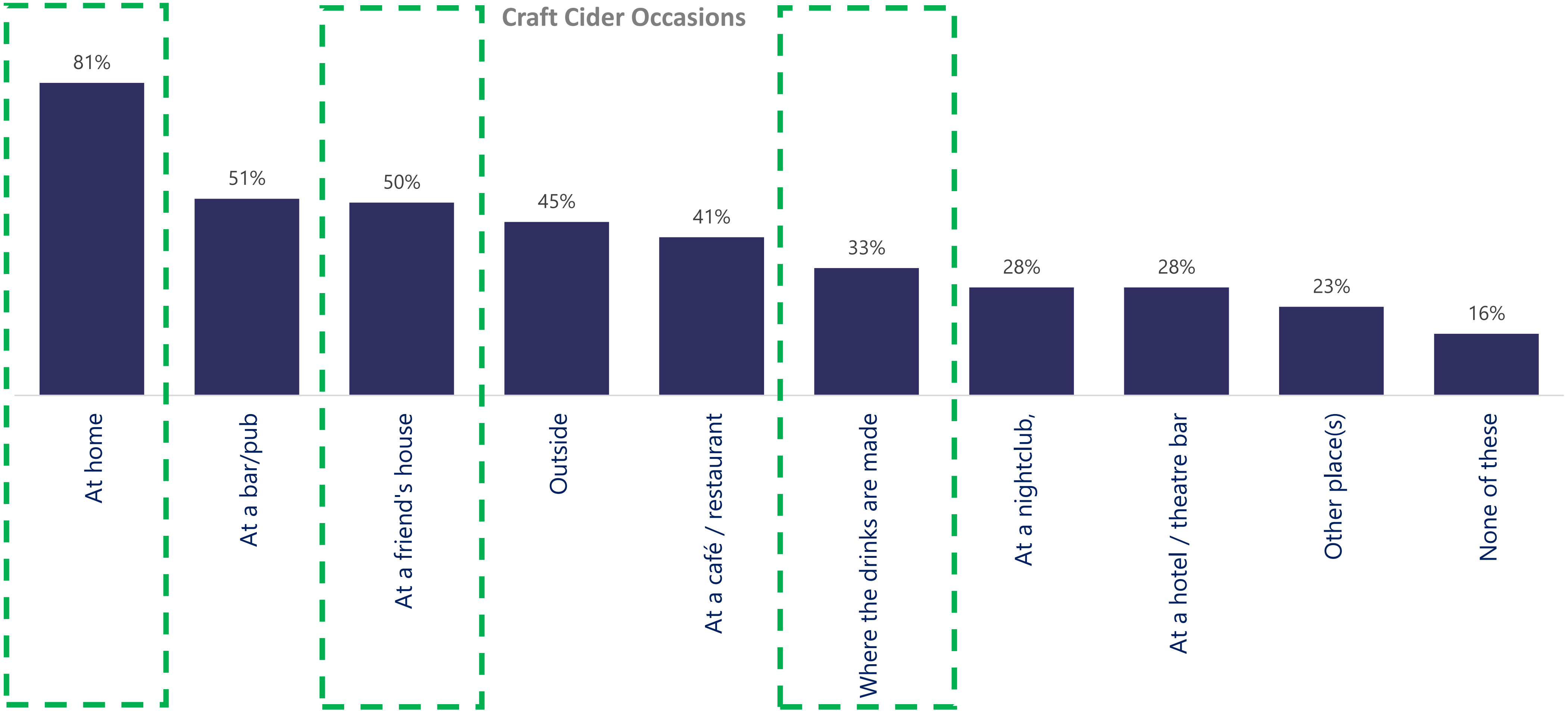


Q17. "In general, how important is it to you that you know where drinks brands come from and where they're made?" (n=1004)

Cider Drinker Habits: US

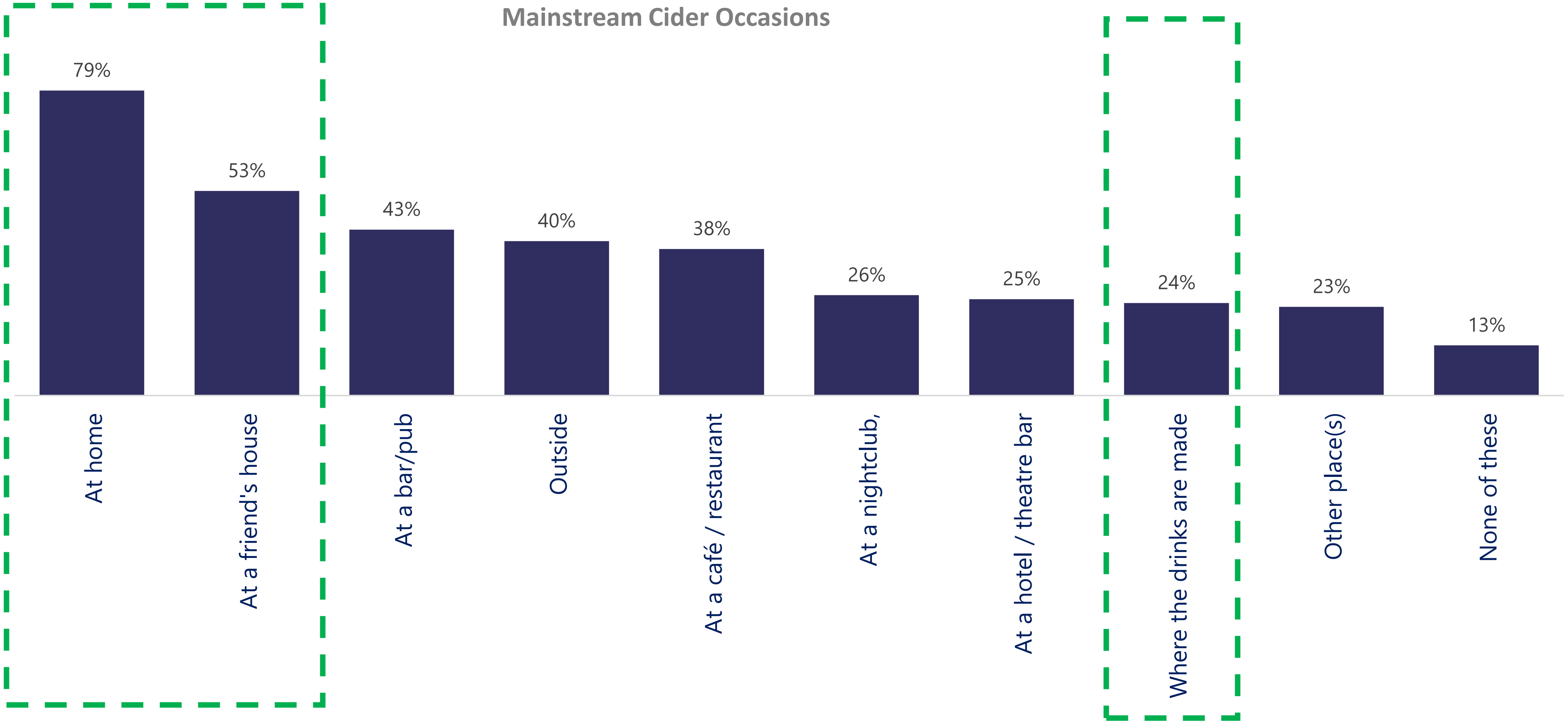
drinks market analysis

Rather starkly, the top answer for **Craft Cider** consumption occasions/places is **At home** (ie through off-premise), by some distance. Coupled with 'At a friend's home' opportunity appears to lie more in the off-premise, with various on-premise answers (bar/pub; café/restaurant etc.) scoring with half or fewer of respondents.



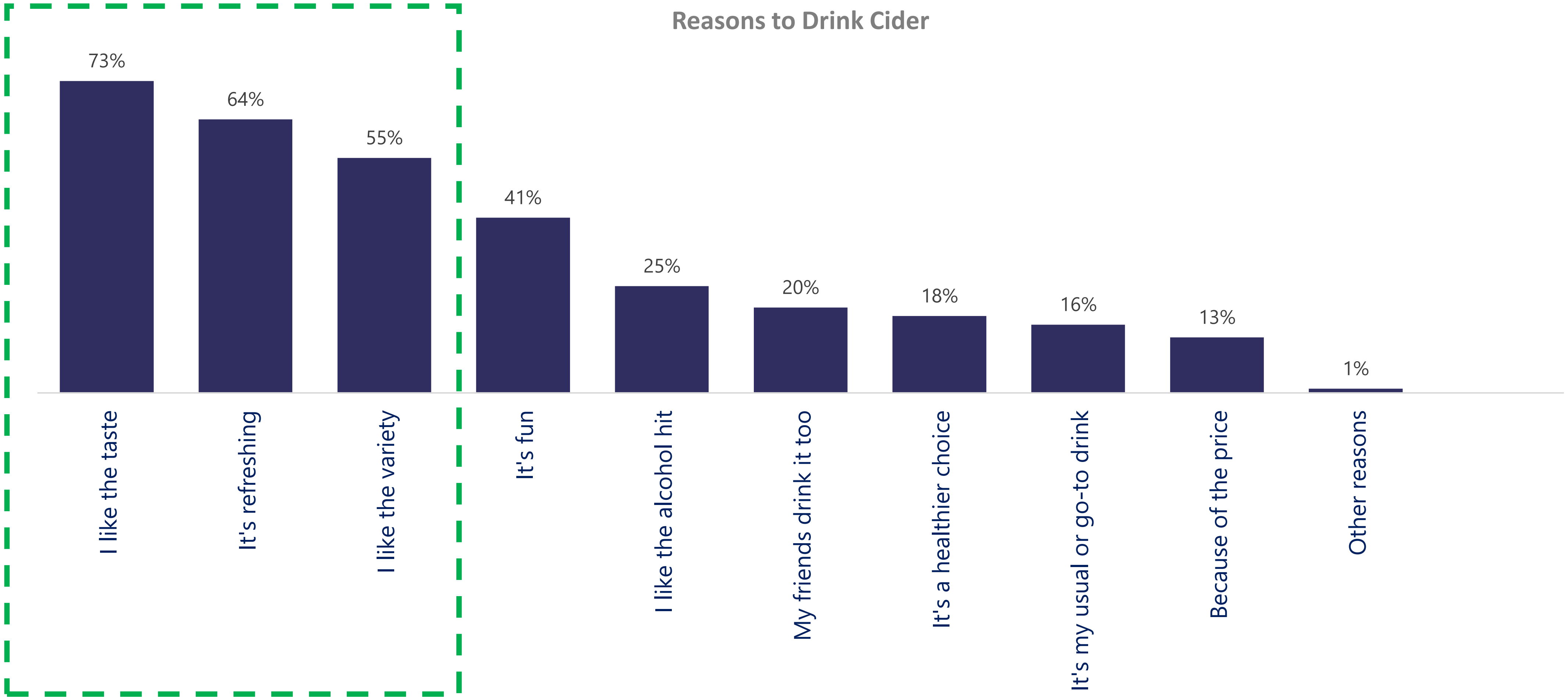
Q12. "And where do you drink Craft Cider? Please select all relevant places and events." (n=736) (Multiple response)

This situation is reflected in **mainstream cider**, too, where **off-premise purchases** are given more relevance by respondents than food service occasions. Cider-making venues are less important than in the case of craft cider, but nevertheless still fairly significant in terms of mentions.



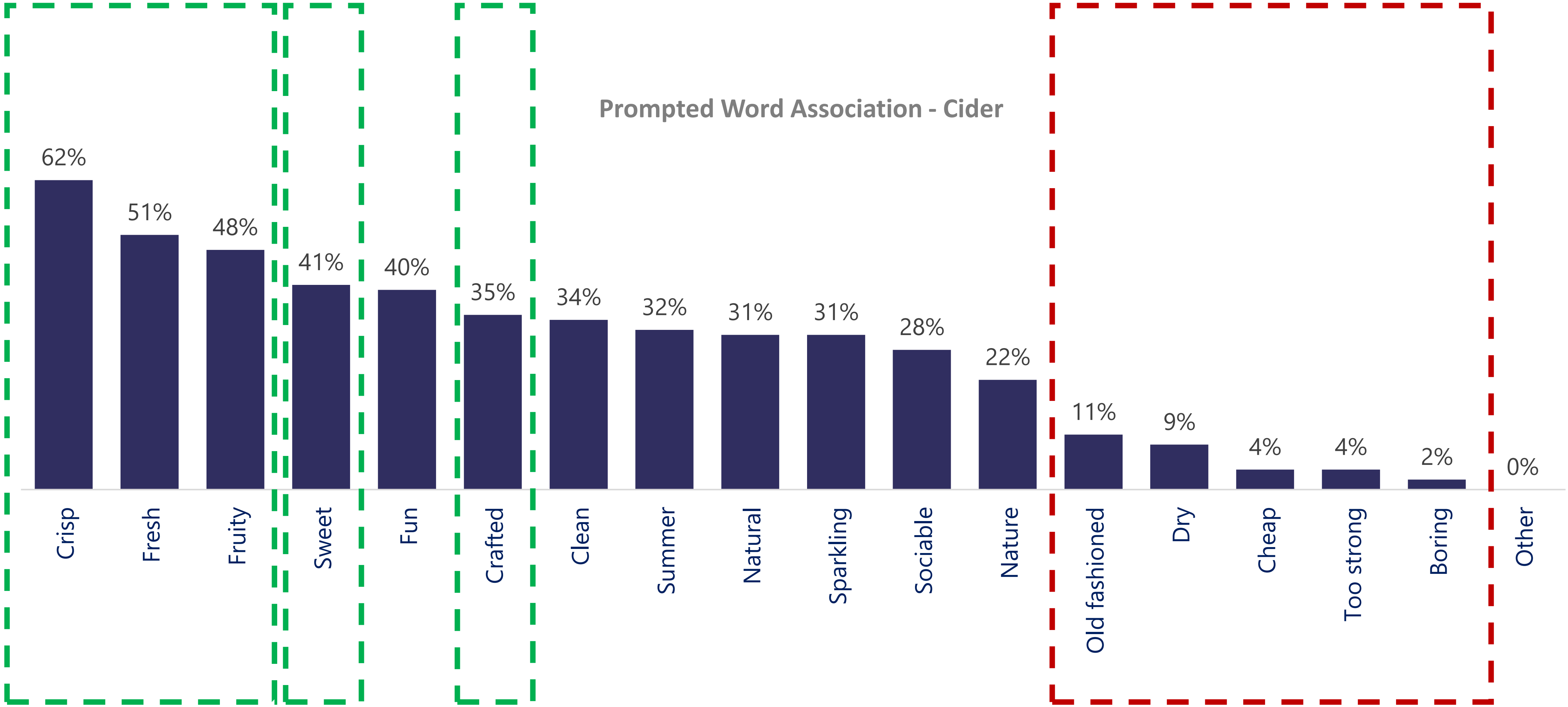
Q12. "And where do you drink Mainstream Cider? Please select all relevant places and events." (n=798) (Multiple response)

Taste, **refreshment** and **variety** appear to be the main reasons for drinking cider. Taste is actually scoring comparatively little at under three quarters of respondents, given it tends to be almost a hygiene factor typically when surveys are held among current category users.



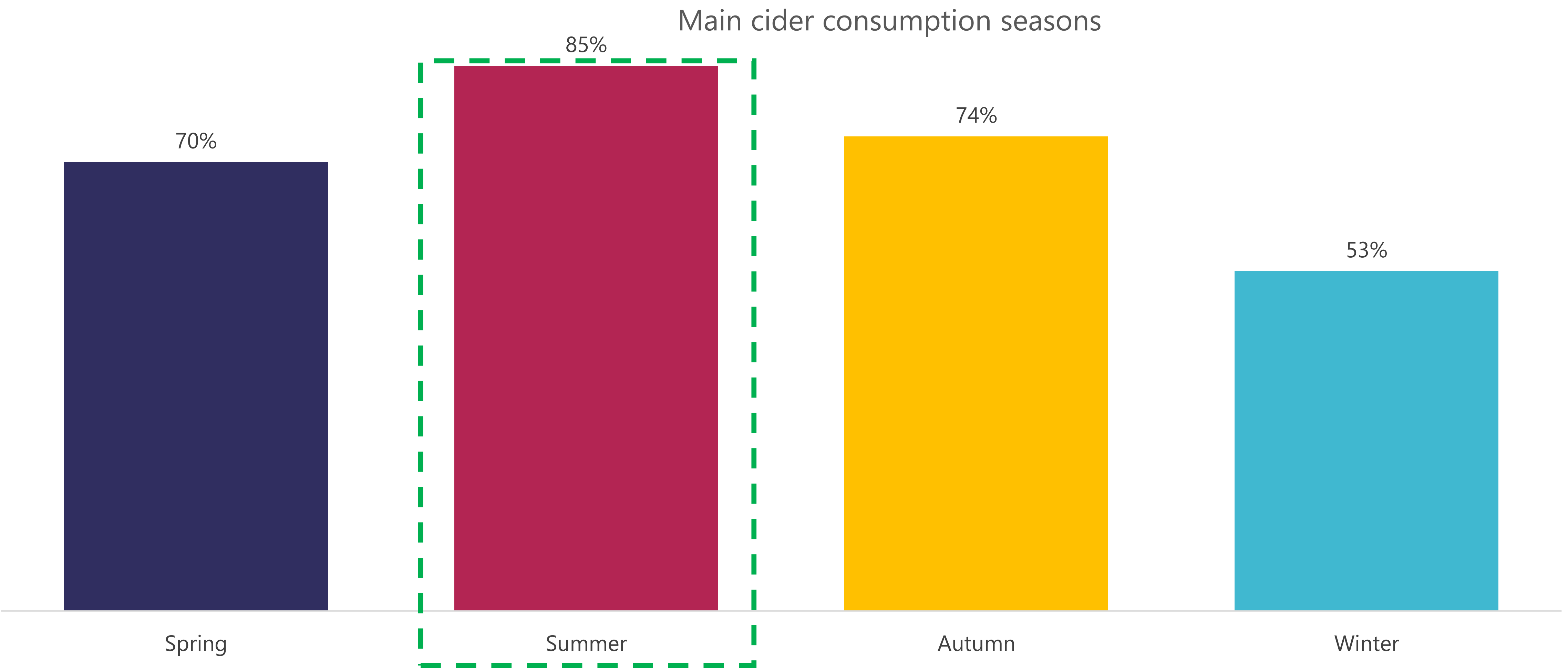
Q19. "Thinking about why you choose to drink cider, which of the reasons below apply to you?" (n=1004) (Multiple response)

'Crisp', 'fresh' and 'fruity' are strongly associated with cider among cider drinkers, and negative connotations are unimportant. Note that among US cider drinkers **'crafted'** is a relatively strong mention. Note also that **'sweet'** features highly, while **'dry' does not** – this may point towards necessities in terms of flavour profile.



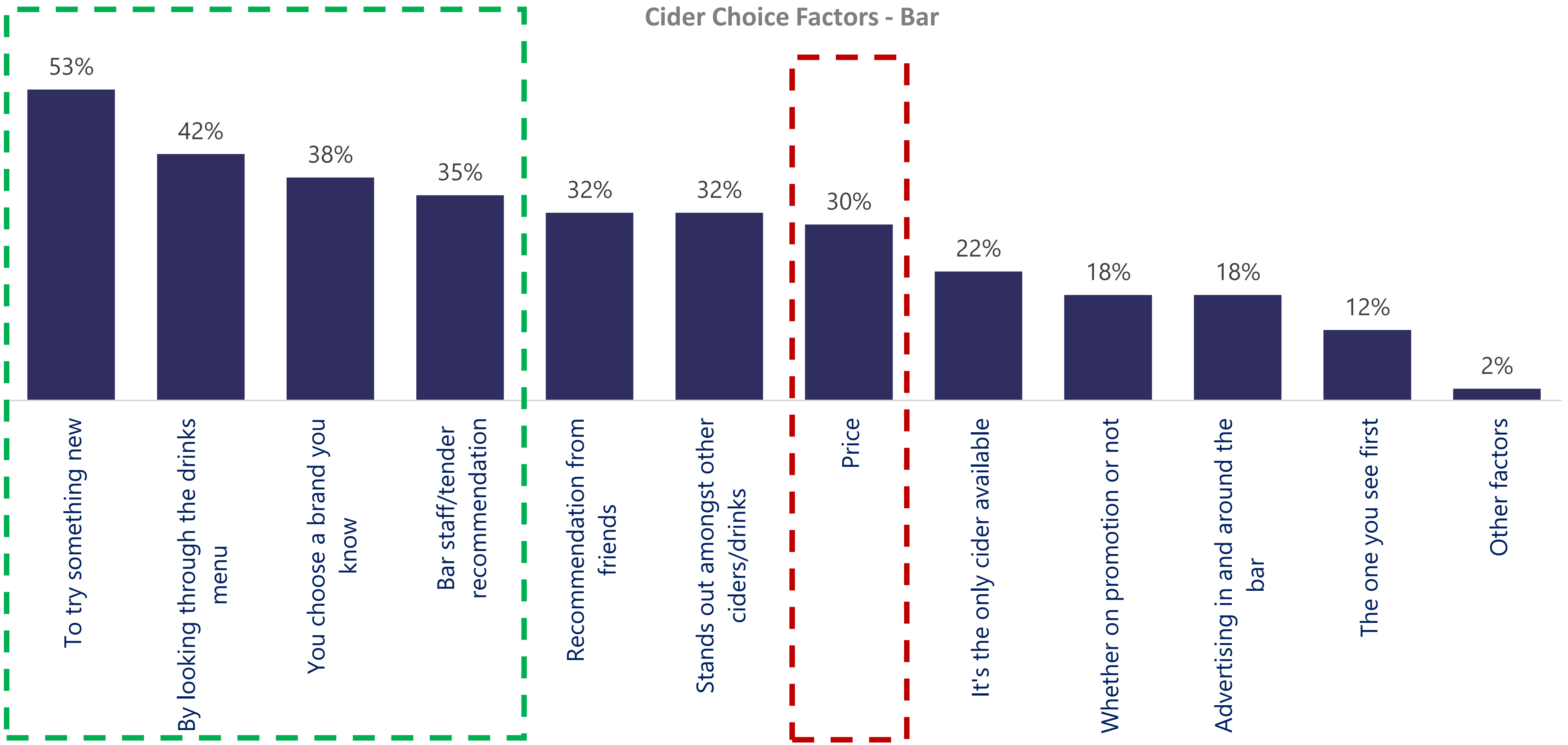
Q20. "And when you think about cider, which of these words come to mind?" (n=1004) (Multiple response)

Summer (Jun-Aug) is a key season for US cider drinkers when 85% of all respondents claim to have some consumption. There is, however, **significant year-round consumption**, with more than half of respondents claiming to consume even in winter (Dec-Feb).



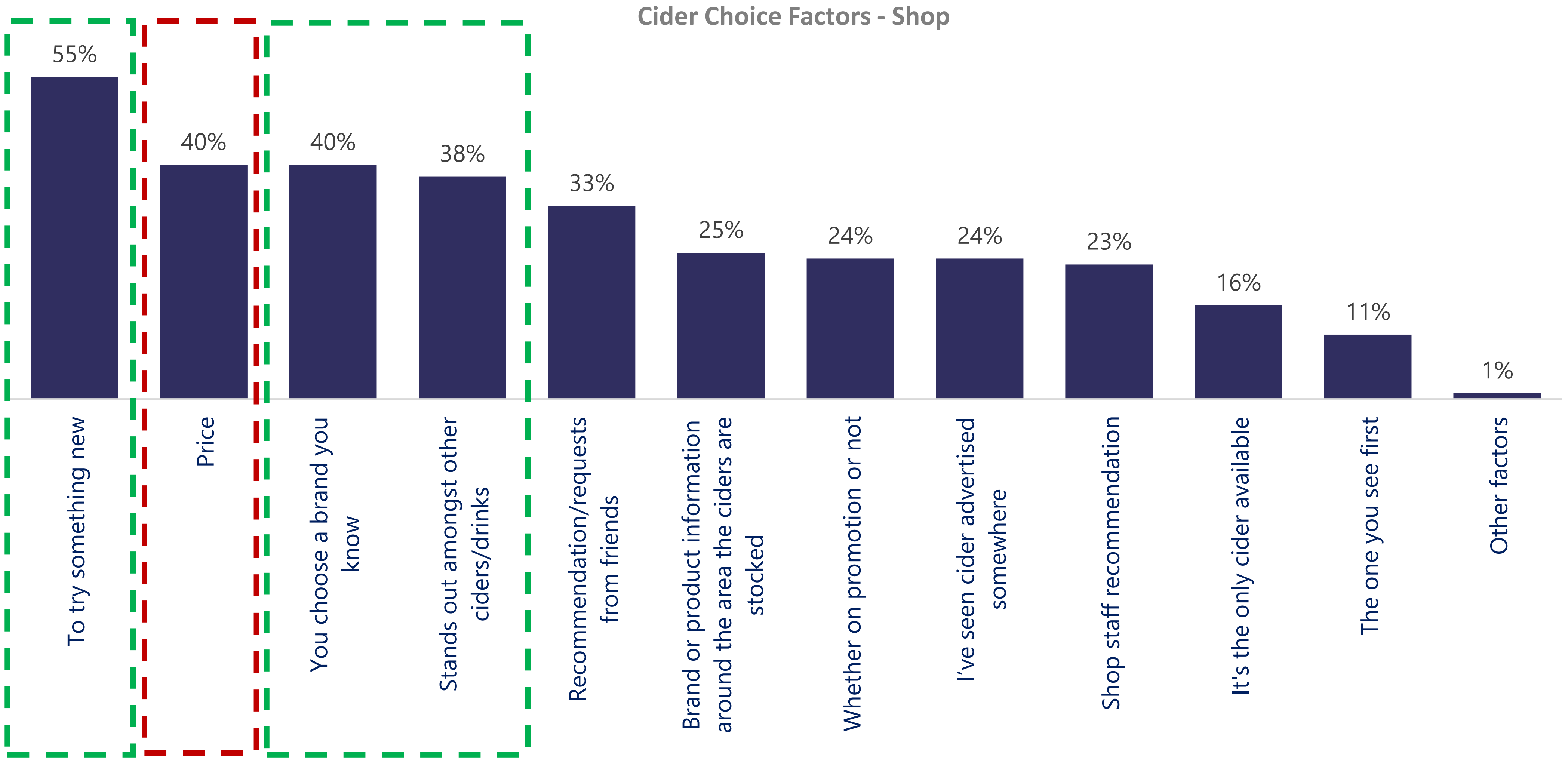
Q21. "Which times of the year do you drink cider? Please select all that apply" (n=1004)

In on-premise, **novelty** appears to be the leading consideration among US cider drinkers, with **menus and bartenders** apparently giving much-needed guidance. **Familiarity** with brands, nevertheless, also features strongly, and **price considerations** are fairly high at 30% of mentions.



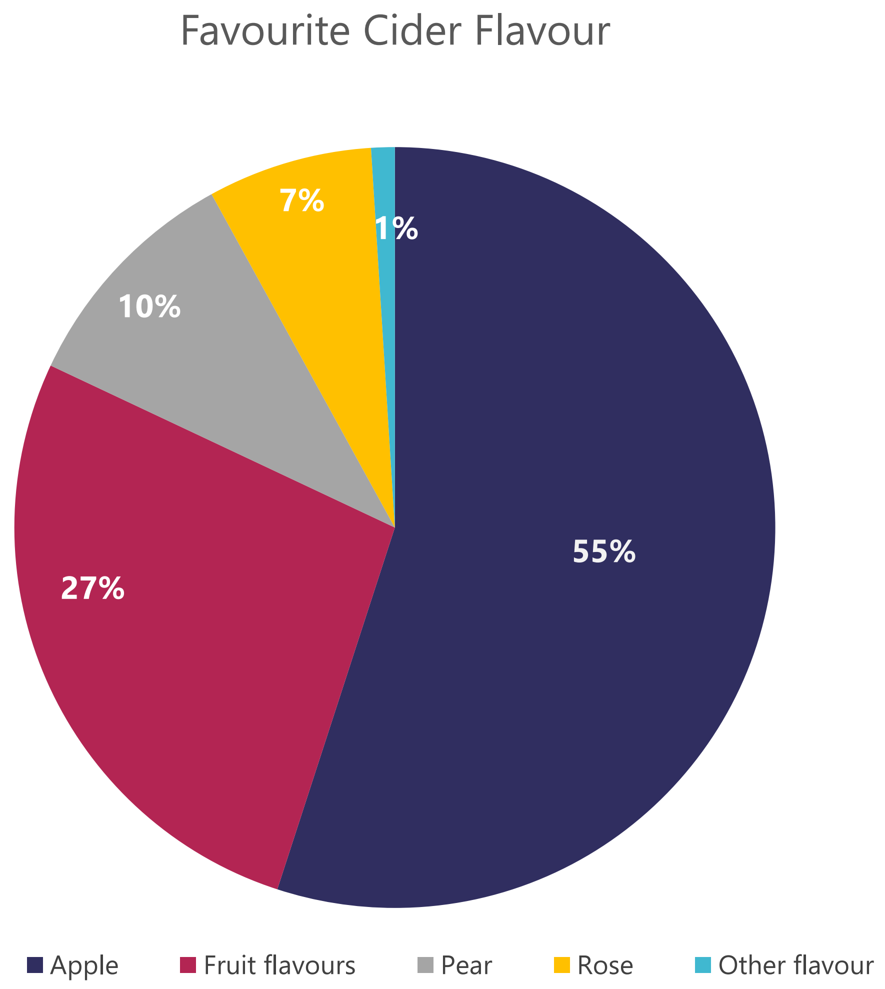
Q22. "Thinking about when you're in a **bar**, what are the factors that help you choose which brand of cider to order? Please think about all the different times you've ordered cider." (n=1004) (Multiple response)

In off-premise, **novelty** is also the key consideration. **Familiarity,** nevertheless, does score highly, as does a **merchandising** function ('stands out amongst other drinks'), in addition to **price**.



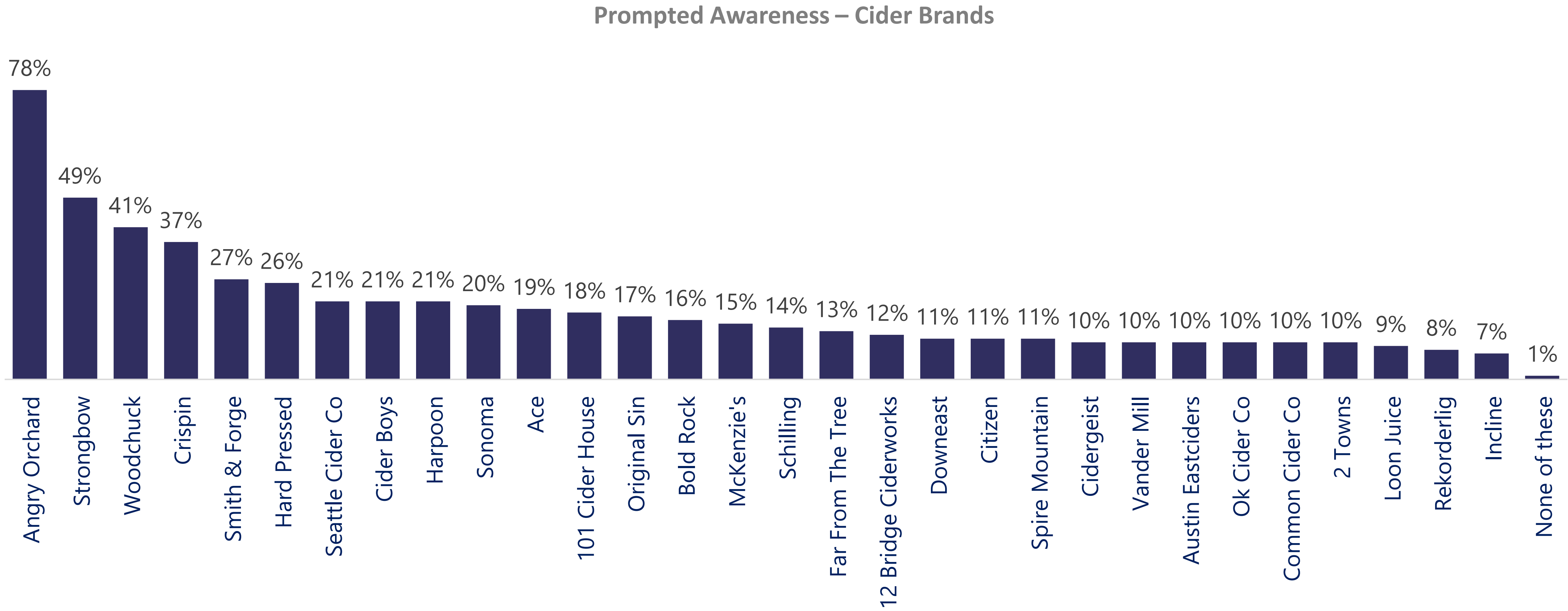
Q23. "Similarly, when you're buying from a **shop**, what are the factors that help you choose which brand of cider to order? Please think about all the different times you've bought cider.." (n=1004)

Traditional apple flavour is the respondents' favourite with more than half of respondents, but **fruit flavours** are also high on the list. Pear ciders (or 'perries') are popular among 10% of respondents. Interestingly, **rosé ciders** in the US appear more of a point of enthusiasm among the local industry than the consumer.



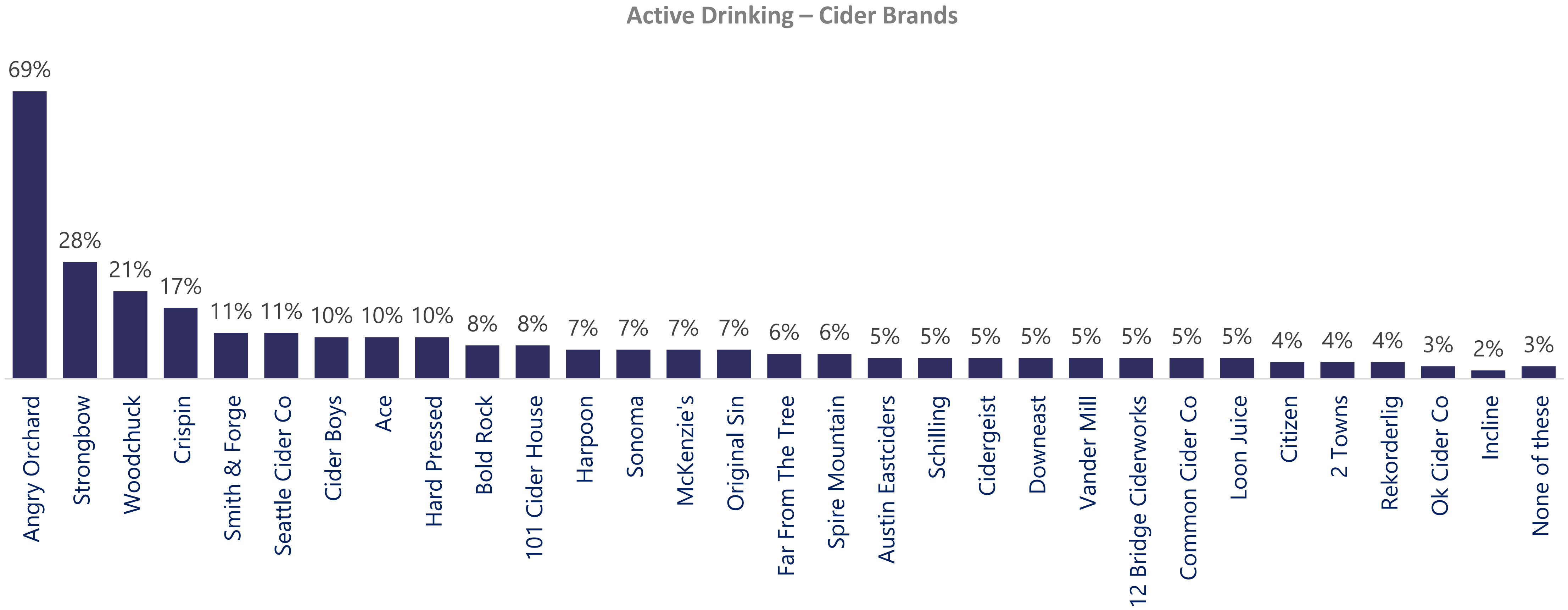
Q24. "Which is your favourite cider flavour?" (n=1004)

US market leader **Angry Orchard** stands out in terms of prompted recognition, followed by some distance by Strongbow and Woodchuck. There is **relatively significant recognition even among smaller and craft brands**, with the majority of brands in the double digits – if low double digits.



Q25-1. "Looking at the list of cider brands below, which are you aware of?" (n=1004)

Active drinking rates are significantly lower than recognition rates for most of the brands, with the **notably exception of market leader Angry Orchard**.



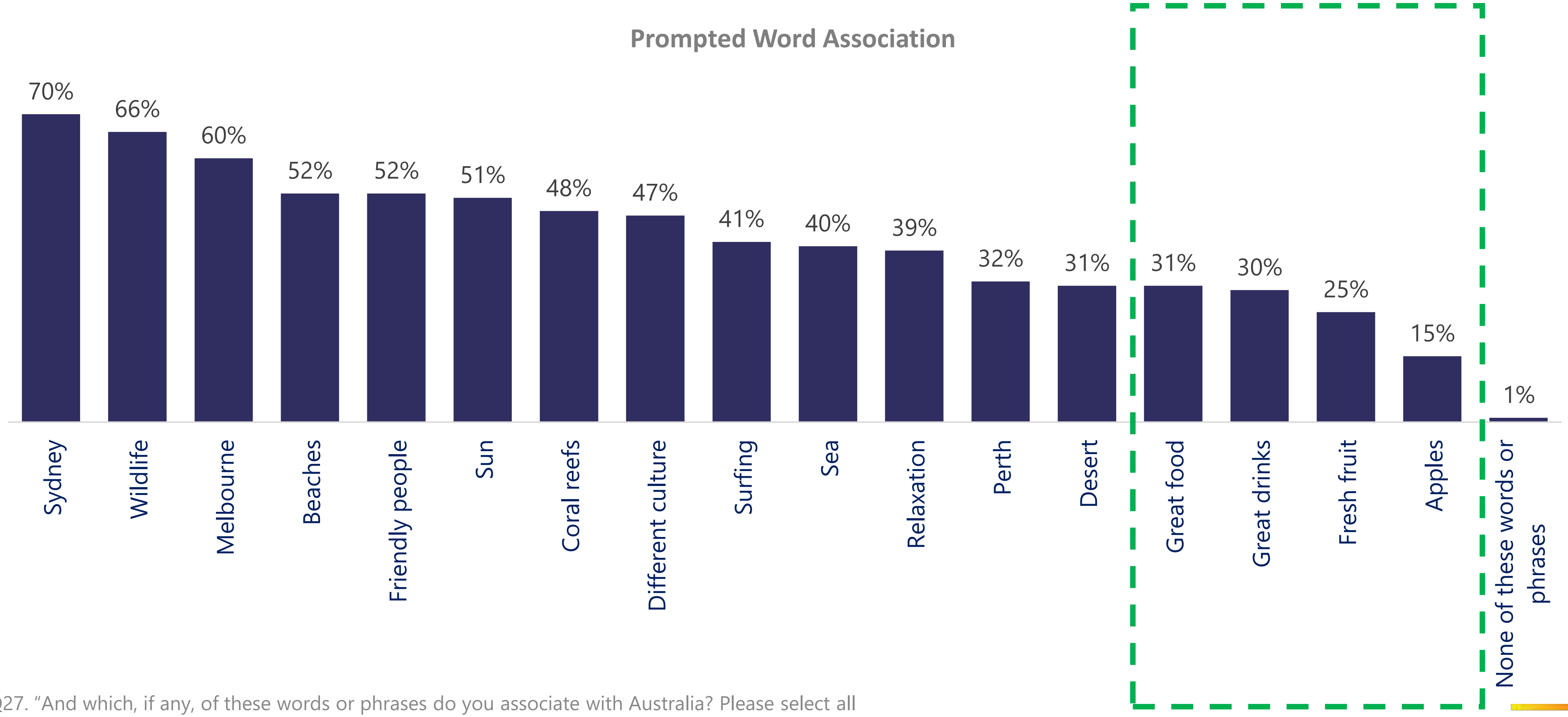
Q25-2. "And which, if any, do you currently drink?" (n=990) – brands displayed that were answered with "aware of" in Q25-1

Attitudes towards Australia and Australian Cider: US

In addition to **bushfires**, **wildlife**, **climate** and **tourism cues** score highly in unprompted word association among Americans. Generically, 'beer' (32) scores ahead of 'wine' (24), and **Fosters** is the only alcohol brand with numerous mentions (24). **Yellowtail** (only 2) is the highest unprompted wine brand mention. Note that Barefoot (mistakenly, as it is a US brand) also has two mentions.

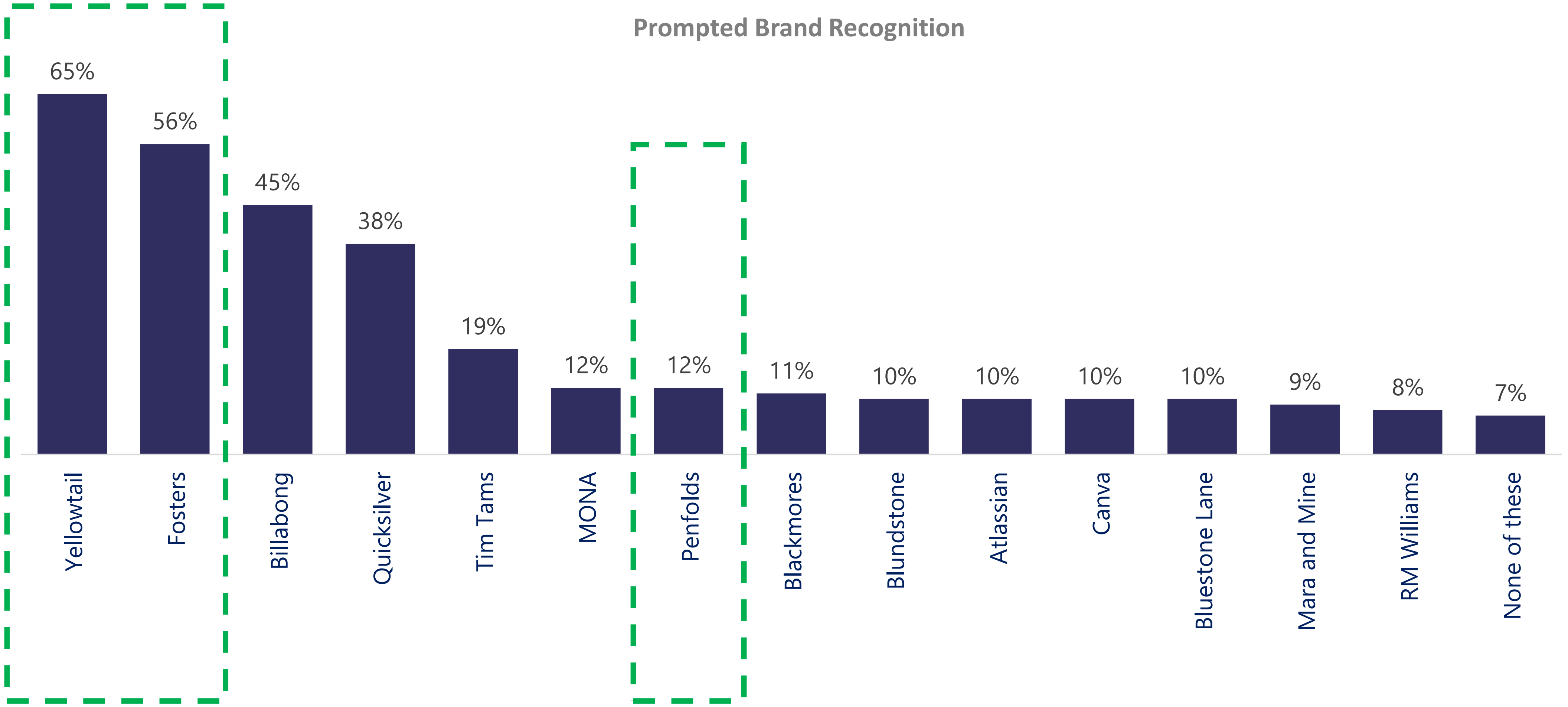
Q26. "In your own words, please tell us the words and phrases that come to mind when you think of Australia? (n=500)

Food, drink and, indeed, fruit are towards the lower end of prompted mentions, but still, actually, **at acceptable levels**. Apples are relatively low in terms of prompted word association.



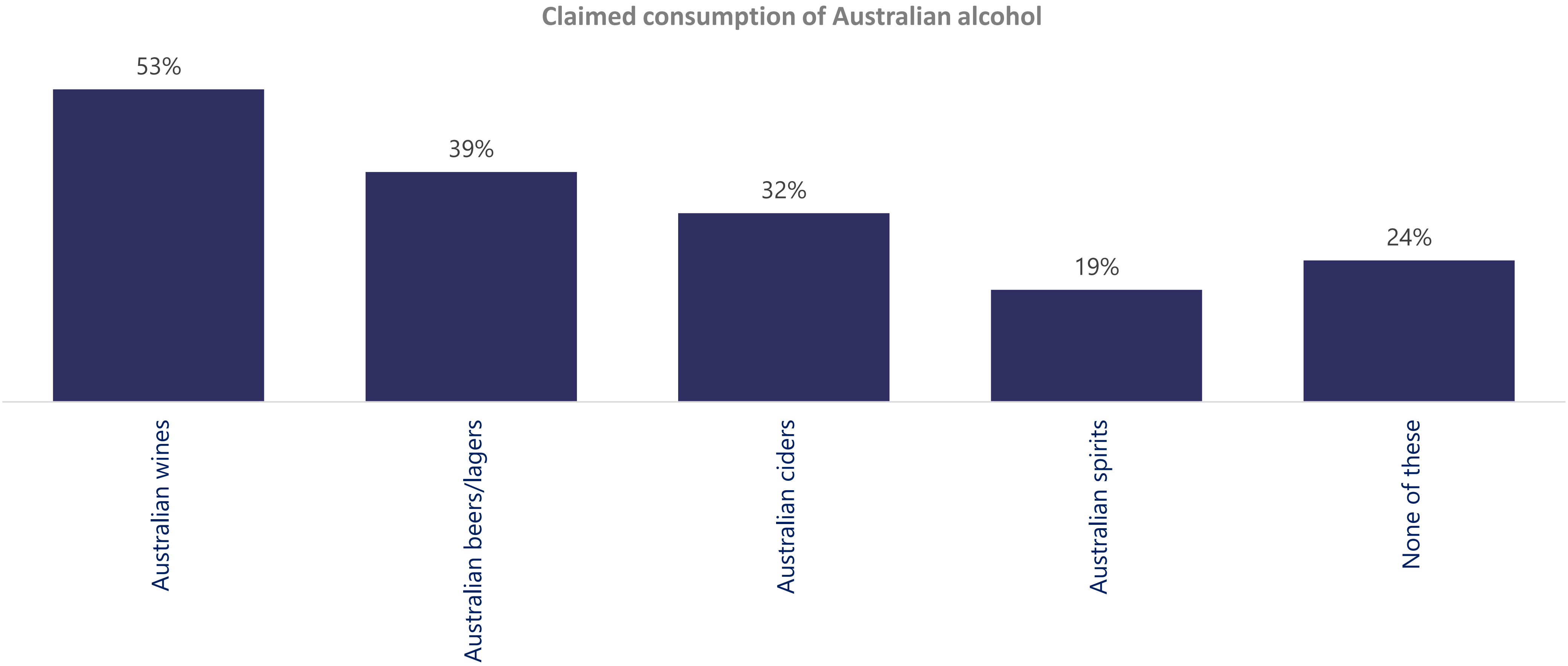
Q27. "And which, if any, of these words or phrases do you associate with Australia? Please select all associations, even if you've mentioned them in the previous question" (n=1004)

Despite the low scoring in unprompted brand association (Q26) **Yellowtail** is by far the best-recognised Australian brand among US respondents when prompted, followed closely by **Fosters**. Clothing brands **Billabong and Quicksilver** are the only other brands tested with significant recognition rates. Other brands tested – including **Penfolds** – appear to be not well-known.



Q28. "Which, if any, of these Australian brands are you aware of? " (n=1004)

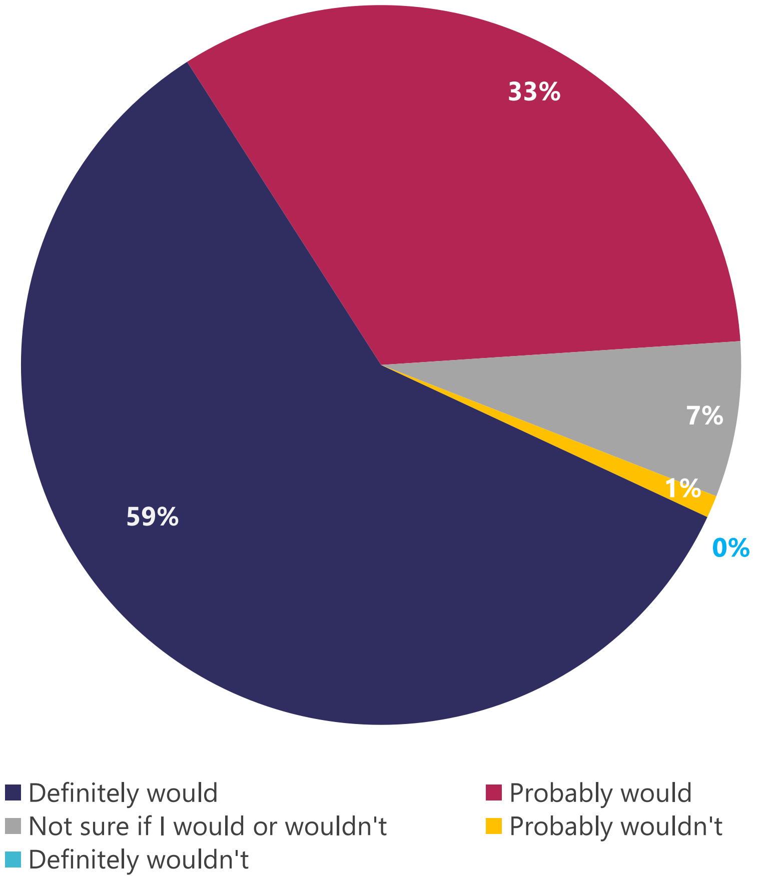
Claimed consumption of **Australian wines** is high, with popular brand Yellowtail probably helping . Claimed consumption of Australian ciders is high – suspiciously so given relatively low sales volumes. Misidentification may play a part.



Q29. "Do you drink…?" (n=500)

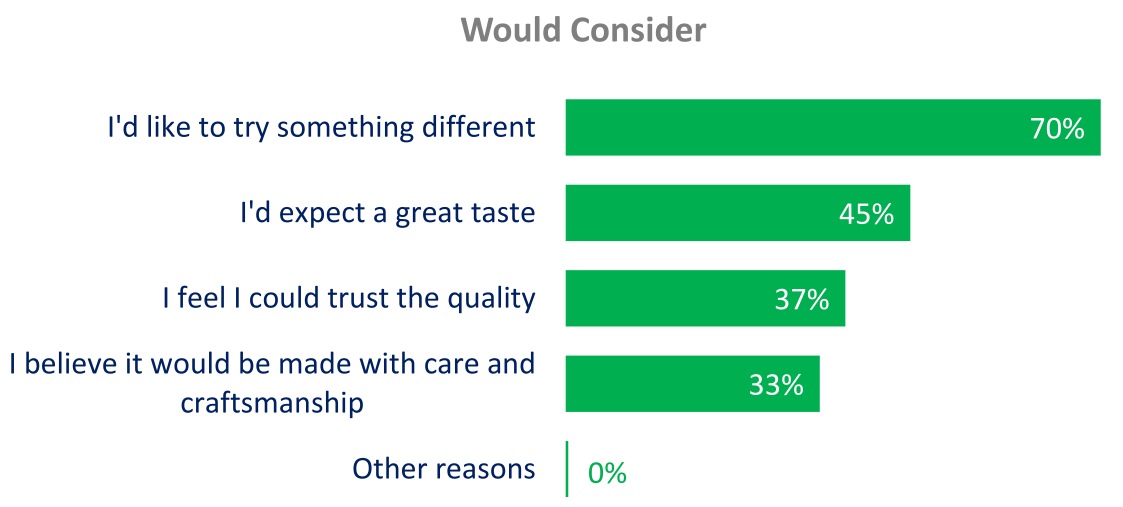
US cider drinkers surveyed **would overwhelmingly consider** trying Australian ciders, with only 7% of them ambivalent and 1% somewhat disinclined. There were no respondents saying they would absolutely not consider.

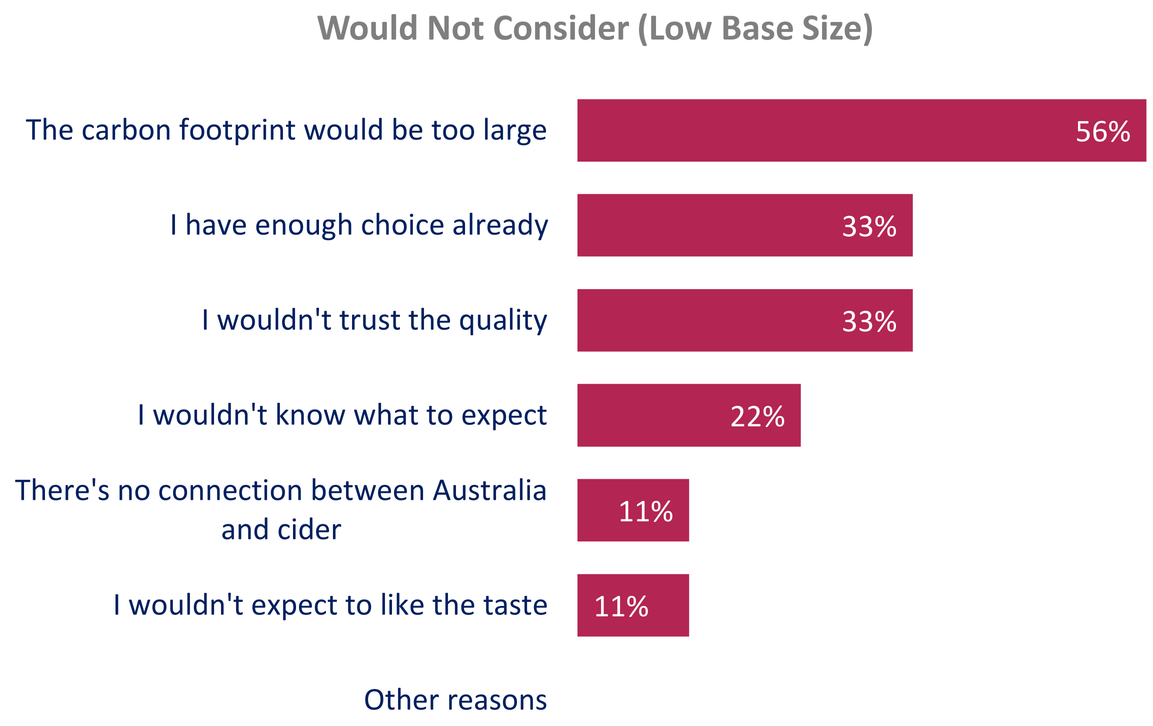
Likelihood of considering Australian Cider



Q30. "How likely would you be to consider an Australian cider?" (n=683)

Variety and adventurism is at the forefront of US cider drinkers willing to consider Australian ciders. US cider drinkers claiming to be unwilling to try Australian ciders are too few in this sample to be statistically representative.



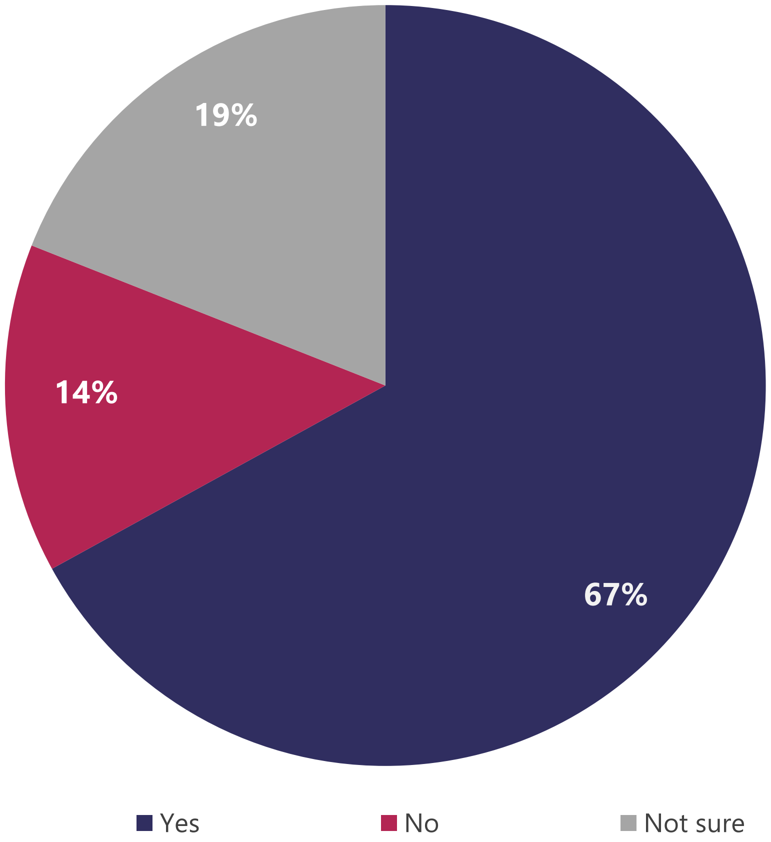


Q31. "And why do you say you WOULD consider an Australian cider?" (n=624) – respondents answering "definitely would" or "probably would" to Q30

Q32. "And why do you say you WOULD NOT consider an Australian cider?" (n=9) - respondents answering "probably wouldn't" or "definitely wouldn't" to Q30

Two thirds of US respondents would deem the logo helpful in supporting their choice, with a fifth ambivalent and less than 15% unmoved by the logo.

Cider Australia Logo



Q33. "Please look at this image. If you saw this on an Australian cider brand, would that make you more likely to consider an Australian cider? (n=603)

About the IWSR

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers.

The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet more than 1,600 local professionals to capture market trends and the 'why' behind the numbers.

For more information about the IWSR's products and subscription costs, please contact enquiries@theiwsr.com

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