

# VALUE SEEKERS

## KEY HIGHLIGHTS



**Secondary Target Consumer Segment** - Lowest overall wine spend and BC wine consumption. Not susceptible to wine marketing or promotion and are concerned most with price and wine type.

- While 70% within this segment consume wine monthly (compared to 76% overall), they have the lowest monthly spend on wine (\$70.70, compared to \$116 overall).
- This segment consumes less BC wine monthly (39%) compared to a typical wine consumer (53%).
- Most likely segment to indicate they consume wine without purchasing it themselves (8%, compared to 3% overall) and are significantly more likely to indicate they get their wine from a none of the traditional purchase locations in the survey (37%, compared to 22% overall).
- The importance of price (83%) and wine type (76%) is consistent with typical wine drinkers; however, this segment is the least likely to care about any other factor when buying wine.
- This segment is the least likely to care about the wine attributes when making a purchase decision.
- Marketing and promotional activities are the least likely to be effective on this segment.
- This segment is less open to alternative forms of packaging than a typical wine consumer.
- This segment is the least likely to visit a wine region for entertainment or recreation in a given year (20%).



To access the full report on BC Wine Consumers: [Log In to the Member Portal on WineBC.com/Industry](https://WineBC.com/Industry)

Contact [Info@WineBC.com](mailto:Info@WineBC.com) for member portal support.