

TOWARD A CROSS-NATIONAL SEGMENTATION OF WINE MARKET FOR BRITAIN AND FRANCE

Jérôme Villaret, Inter-Rhône, France
Nathalie Guibert, Avignon University, France
nathalie.guibert@univ-avignon.fr

Abstract

Considering the globalisation of wine industry, this research work investigates to what extent, culture and country of residence are still appropriate variables in still-wines market segmentations.

With globalisation, research activity on wine consumption has increased since two decades. A number of research companies carry out continuous customer surveys to monitor the trends of wine markets. These research efforts can be categorised broadly into two approaches. First analysis was conducted on identifying key characteristics of wine consumers in a particular country. Secondly, some international comparisons of wine consumption were made on a country by country basis, by combining a number of surveys. Both approaches provide results that are of use to inter-trade associations, producers, wine merchants...

In this specific work, the authors try to integrate the two approaches to the analysis of wine consumption by simultaneously analysing within-country and between-country differences of wine consumer behaviours in Britain and France.

In this way, they hope to identify, not only the key characteristics of wine consumers but also eventually cross-national segments displaying similar consumption traits related to still wines, if they exist.

On the basis of the research work on international segmentations on one hand, and of a comparative analysis on a number of wine market segmentations in Great Britain and France on the other hand, the authors intend to draw the first lines of a pan-country conceptual framework of wine consumption that they will, later on, submit to empirical tests.