

## Profiling the Luxury Wine Buyer in America

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### Abstract

- **Purpose** - The purpose of this research project was to describe demographics and motivations of luxury wine buyers in the US market.
- **Design/methodology/approach** – An online survey was completed by 1081 US wine consumers, of which 473 were designated to be luxury buyers based on price spent on wine. Standard demographic and wine consumer scales were utilized for profiling.
- **Findings** – Results show that the luxury wine buyer is more likely to be male, aged 30 to 50, with a higher income and education level. Motivations of the luxury wine buyer are different than the non-luxury wine buyer, and reasons for purchasing luxury wine go beyond mere collecting.
- **Originality/value** - This research is one of the first to analyze the luxury wine consumer in the US market, and provides useful information for wine marketers and researchers on the profile of the luxury wine buyer in America.

**Key Words:** Luxury Marketing, US Wine Market, Consumer Behavior