

# WINE AND THE MILLENNIALS

## YOUNG FRENCH PEOPLE MIRROR THE VALUES AND BEHAVIOURS OF THEIR PARENTS



The Ifop/Vin & Société survey, carried out to coincide with Vinocamp 2016, shows that young French people in the 18-30 age bracket - also known as the Millennials or Generation Y - mirror the traditional cultural model they learn from their parents. This colours how they see wine, how they discover more about it and how they develop their consumption behaviours.

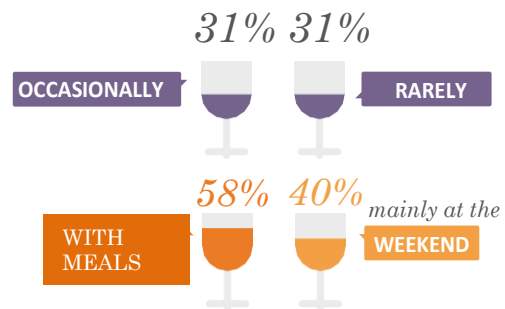
Wine provides a link between the two generations – bringing them together around the dinner table, encouraging sharing and promoting togetherness. The more influence the older generation have, the more likely the younger generation are to develop a traditional relationship with wine.

**7** YOUNG FRENCH PEOPLE out of **10**  
Aged between 18 and 30



**SAY THEY DRINK WINE**

*They tend to drink*



**67%**  
of respondents agree that wine is an intrinsic part of French lifestyle, something they hold very dear.

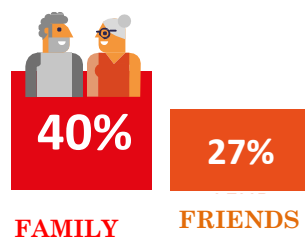
**63%** believe that the best place to learn about wine is in the family.



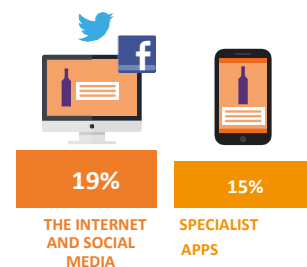
To learn about wine,



younger wine drinkers look to:



and to a lesser extent:



# THE IMAGE AND CULTURE OF WINE: HANDING DOWN KNOWLEDGE FROM PARENTS TO YOUNG ADULTS

**73%**  
**OF YOUNG  
FRENCH  
PEOPLE**



*see wine as being primarily associated with MEALTIMES.*

*How frequently do young people aged 18-30 drink wine?*



*Drinks more commonly associated with PARTIES are:*



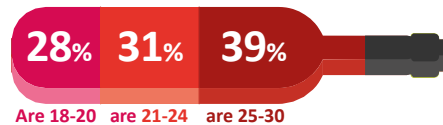
Although we are seeing an increase in the consumption of wine as an aperitif, this new trend was not started by the younger age group, who tend to see wine consumption in a far more traditional light. Only 12% of young French wine consumers drink wine as an aperitif.

*Interest in wine culture as a whole IS RELATIVELY LOW BUT INCREASES ACCORDING TO THE AGE of the respondent*



**34%** OF YOUNG FRENCH PEOPLE overall ARE INTERESTED IN WINE CULTURE

*Of these*



From the data gathered, we can infer that interest in and knowledge about wine grows progressively with age and as respondents begin to develop their adult lives. 43% of young people living as couples show an interest in wine culture, compared with 33% of single people and only 21% of young people living with their parents. Interest is higher in situations where parents have served wine and champagne at mealtimes. Where wine has (or had) never been served in the family home, only 11% of young people were interested in wine culture, compared with 50% of young people who regularly experienced wine consumption at home.

# THE WORLD OF WINE CAN BE COMPLEX FOR YOUNG FRENCH PEOPLE AGED 18-30.

Only

**3** YOUNG FRENCH PEOPLE OUT OF **10**



**FEEL THEY ARE WELL INFORMED ABOUT WINE**

of these, only 3% feel "very well informed"

Again, family influence is important: the feeling of being informed is greater if wine was regularly

**SERVED AT MEALTIMES IN THE FAMILY HOME**



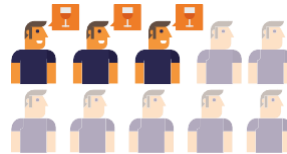
where wine featured regularly



if parents actively shared their knowledge

Just under

**3** YOUNG FRENCH PEOPLE OUT OF **10**



**FEEL CONFIDENT TALKING ABOUT WINE**

with the exception of the top (AB) socio-economic groupings (44%) and, naturally, those who have received an excellent grounding from their parents (80%). For the 72% who do not feel confident talking about wine, the main reasons are a perceived inability to describe the wine's aromas and flavours (45%), while **27% cite the overall complexity of the wine world and 18% feel they lack the appropriate vocabulary.**

However,

**MORE THAN HALF**

of wine-drinkers are keen to pass on their

**WINE KNOWLEDGE**

**54%**



This figure is significantly higher (76%) if the young person in question has learnt about wine from his/her parents.

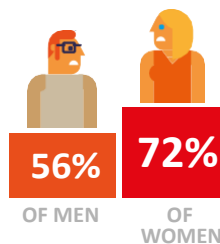
Finally,

**NON-WINE DRINKERS:**



**30%**

say they do not drink wine because they just don't like the taste.



OF MEN OF WOMEN

And only

**2** OUT OF **10**

envisage drinking wine

**IN THE FUTURE**

The main reason cited is that they may begin to acquire a taste for wine as they get older (64%).

The findings of the Ifop/Vin & Société study will be presented at Vinocamp Paris on Friday October 14<sup>th</sup>, at Maison des Métallos. The study is the first item in a programme entitled "Millennials and the Road to Wine Appreciation". The topic will be discussed from the point of view of the wine trade, the digital world and new technologies, in a series of workshops, start up pitches and talks featuring a variety of personalities and over 200 participants.

Paris, 14th October 2016

**VIN & SOCIÉTÉ PRESS SERVICE:**

Valérie Fuchs / +33 (0)6 62 49 64 85 / Vafuchs@wanadoo.fr @ValerieFuchsCom

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