

# Market opportunities for rosé wine in Germany

**Rudolf Nickenig, Bonn**



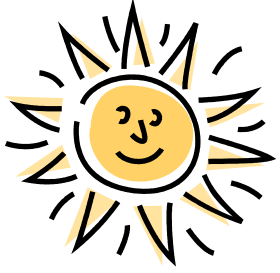
# Introduction



Deutscher Weinbauverband e.V.



# Trendy rosé wines from creative winemakers?



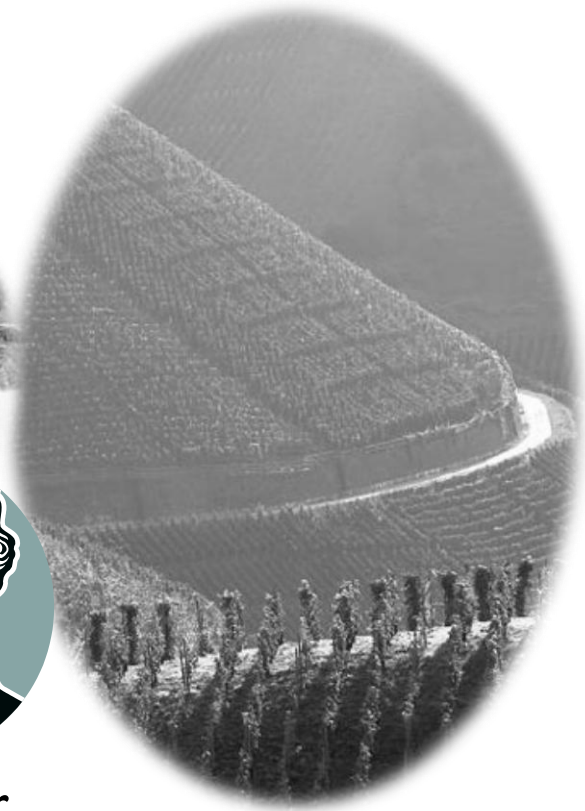
**Rosé wine = only a summer wine?**



# Tradition



Schiller



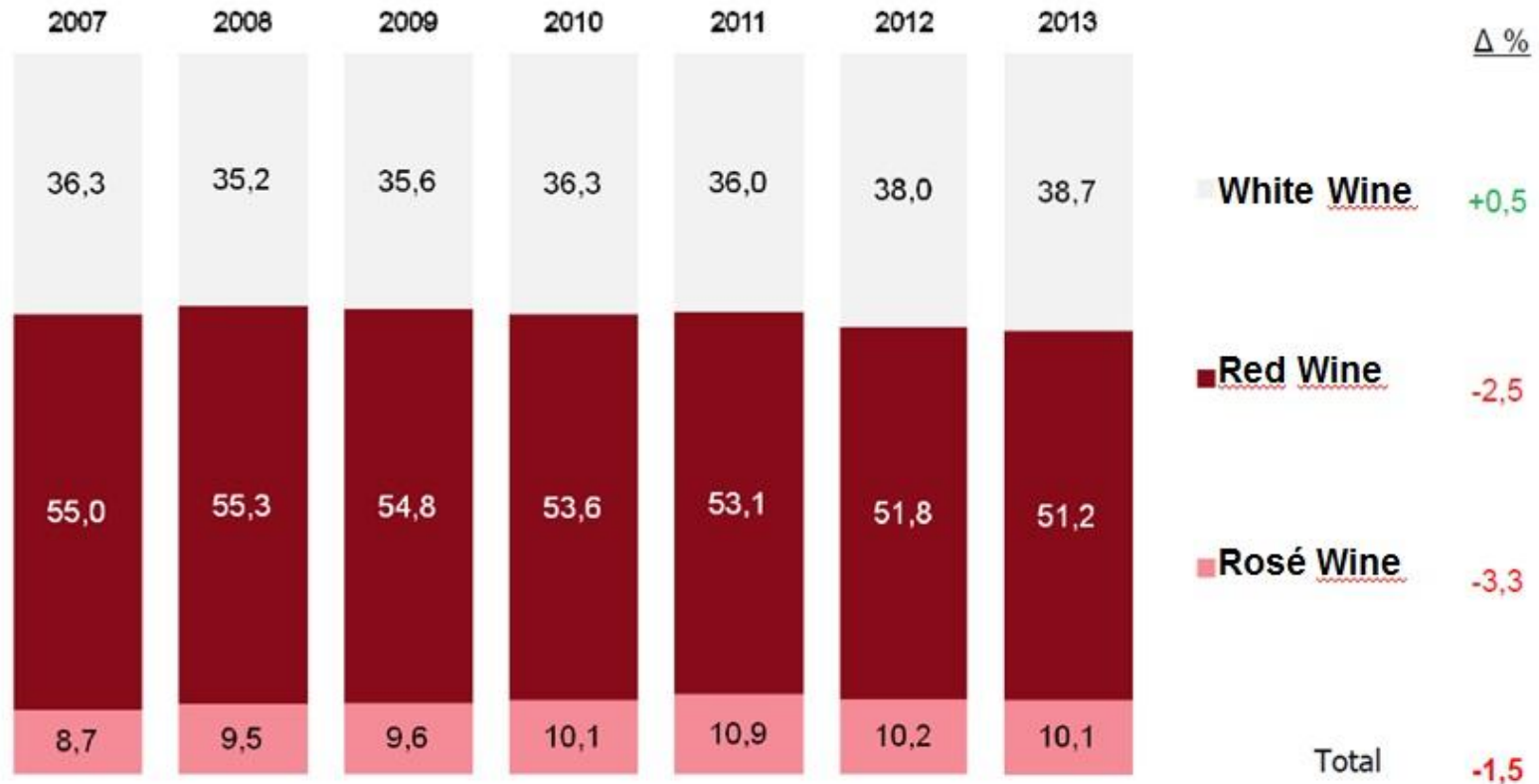
## Tradition for rosé wines in Germany



# Market share of rosé wines from total market



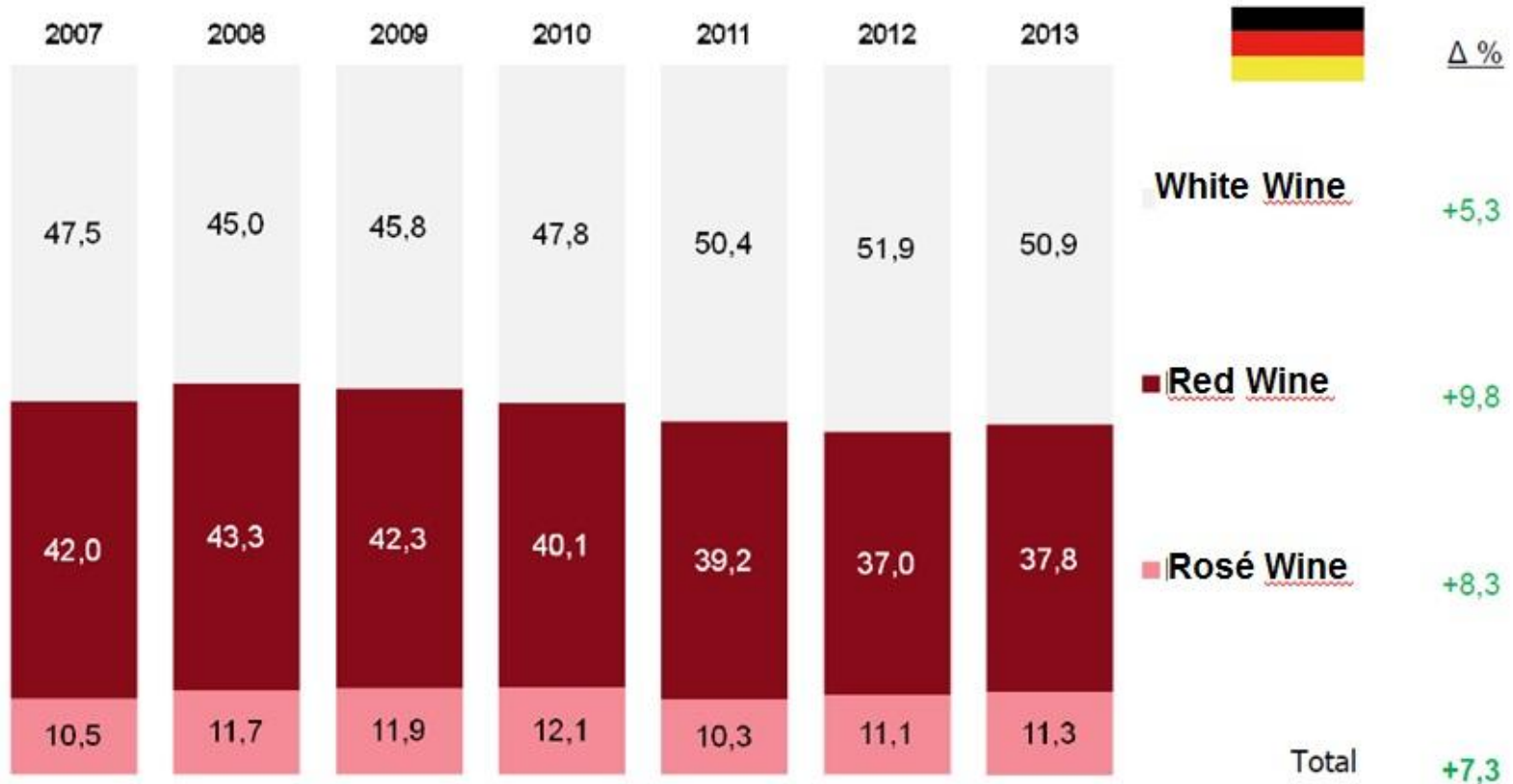
Deutscher Weinbauverband e.V.



# Market share of German rosé wines



Deutscher Weinbauverband e.V.



# Rosé wines in Baden

## -Market share-



Deutscher Weinbauverband e.V.

Year	White wine	Red wine	Rosé wine
2010	50 %	38 %	12 %
2011	53 %	35 %	12 %
2012	51 %	34,5 %	14,5 %
2013	49,5 %	33 %	17,5 %



# Rosé wines and online computer shopping



Deutscher Weinbauverband e.V.

Online shop	Total wine	Rosé wine	%
<b>Hawesko</b>	> 700	23	3 %
<b>Vinexus</b>	> 4000	135	3 %
<b>Jaques Wein-Depot</b>	> 300	22	7 %

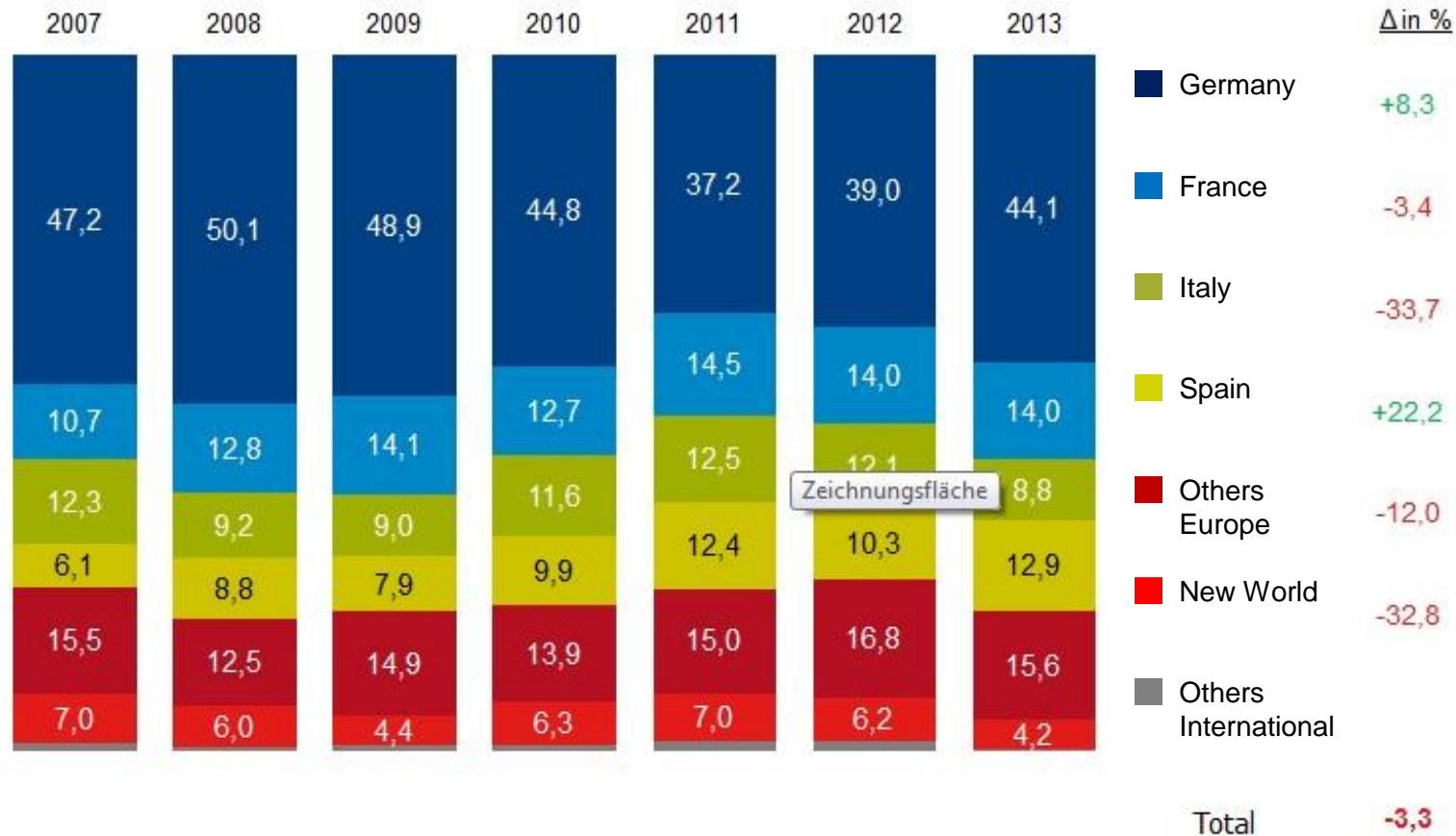




# Countries of origin for rosé wines on the German market



Deutscher Weinbauverband e.V.



# Rosé wines and online computer shopping -Countries of origin-

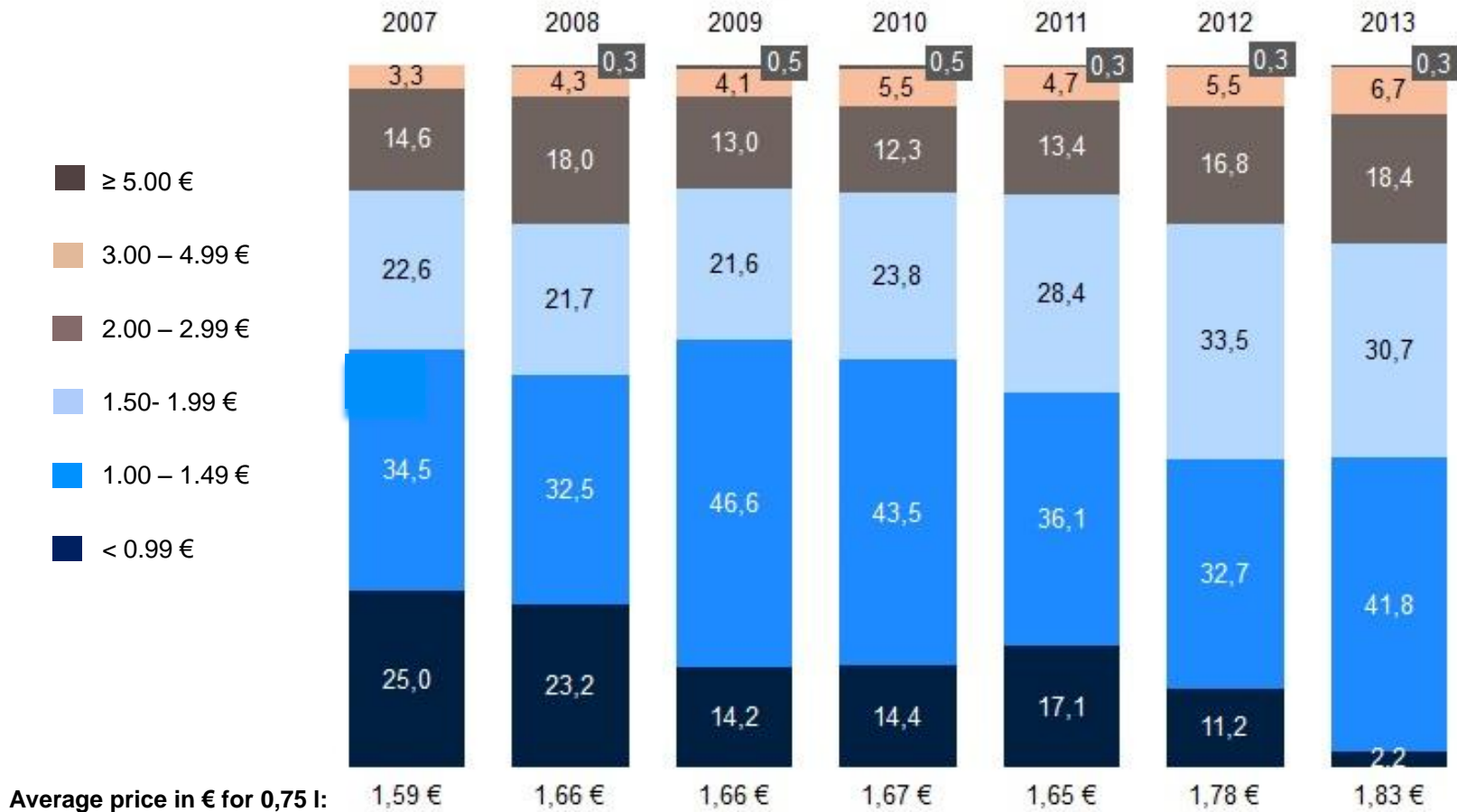


Deutscher Weinbauverband e.V.

Online shop	France	Spain	Italy	Others
Hawesko	15	2	5	4
Vinexus	24	21	24	66
Jaques Wein-Depot	15	2	3	2



# Price levels -Supermarket-

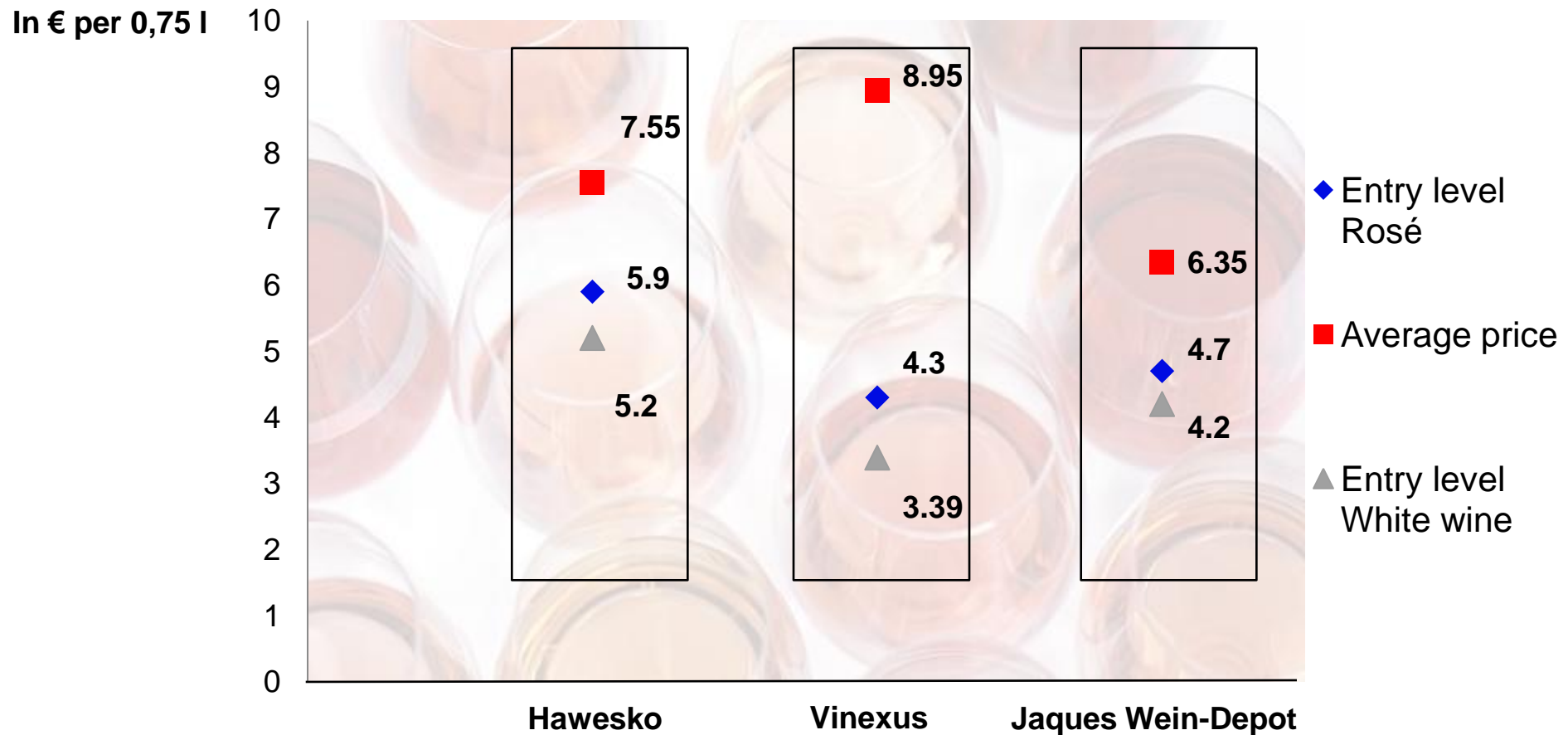


Food Trade and Discount



# Price levels

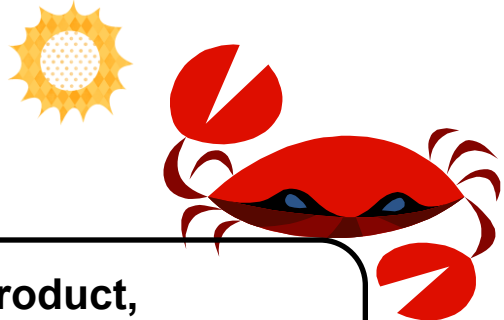
## -Online computer shopping-



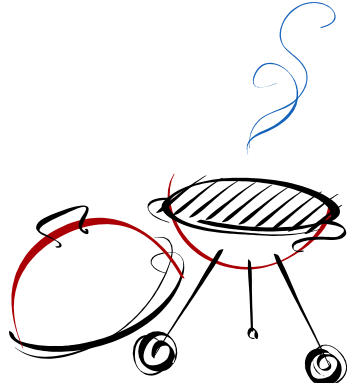
# A wide Spectrum of opinion from Producers

„Semi-sweet wine for  
young consumers.“

„Dry wine for older consumers.“



„Seasonal product,  
summer wine only offer as  
a new vintage...served with  
fish and seafood.“



„Semi-sweet offered on the  
terrace to accompany light  
dishes and for barbecues.“

# Rosé wine for which occasions?

1. Private outdoor events



2. Aperitif



3. Top-class restaurants



# Prognosis for rosé wine on the German market

- No high-price rosé wines in Germany in the future?
- Production innovations are opening new pricelevels also for rosé wines
- Trend towards lighter wines with less alcohol could be a chance for rosé wines
- Trend towards uncomplicated enjoyment matches rosé wines



Thank you for your attention!

