

NOLO in FOCUS: insight into consumer and category perceptions using focus groups

AWRI

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No- and low-alcohol (NOLO) category growth

- NOLO wine to grow 20% (2021-2025), with category volumes to double by 2025¹
 - 1 in 3 consumers moderating their alcohol intake, 2 in 3 for millennials²
 - 75% of consumers who buy NOLO products are under 45²
 - Largest demographic of NOLO drinkers also drink alcohol²
- NOLO wine holds smallest share of NOLO category, but has greatest potential for growth³

¹IWSR, ²Nielsen Data, ³Mattson Data

NOLO products tasted

- Drinkers tasted six products, while non-drinkers tasted only three no-alcohol products
- Low-alcohol: Australian sparkling white (5.5% alc/vol), NZ Sauvignon Blanc (8.5% alc/vol) and NZ Pinot Noir (9.5% alc/vol)
- No-alcohol: sparkling white, Sauvignon Blanc and Shiraz (all 0.05% alc/vol from Australia)



Participants

- N = 28 for 8 x 60 min focus groups

Category	Sex	Age Group	Participants
Non-drinker	Female	Millennial	3
Drinker	Female	Millennial	3
Non-drinker	Female	Gen X	3
Drinker	Female	Gen X	4
Non-drinker	Male	Millennial	3
Drinker	Male	Millennial	4
Non-drinker	Male	Gen X	4
Drinker	Male	Gen X	4

Perceptions, expectations and insights

- Negative perceptions were embedded in the product category, but participants were still eager to try them, recognising the health/safety benefits
 - Expectations were that the products would taste like traditional wines
- Negative perception of taste was the biggest barrier to trial and purchase, with most associating the category with low quality
 - NOLO spirits and beer were seen as better at replicating their full-strength counterparts
- Drinkers were receptive to low-alcohol wines for health and safety benefits, but the perceived benefit was not enough to change their drinking habits, and they would just as soon consume less of normal-strength wine
- Health and inclusion of non-drinkers shifted attitudes of drinkers towards possible purchase of NOLO wines
 - Millennials said they would be interested in purchasing NOLO wines by the glass in bars and restaurants

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