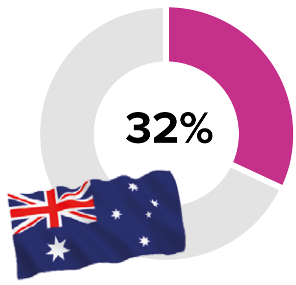
FOCUS ON
Wine

Dedicated to the Plan for Profit Independent Retailer

Sauvignon Blanc, Pinot Grigio, and Chardonnay account for **41%** of total wine sales.[1]



Australia remains the leading origin, with **32%** of total wine sales.[1]

£7–£8 drives core wine sales, while **£9–£10** is the key trade-up opportunity.[1]

1. Nielsen, Symbols & Independents, 52w Value Sales to 03/03/26

I heart

FREIXENET

#1 PROSECCO IN CONVENIENCE*

No.1 *Sparkling* WINE BRAND *in the UK***

DRINK RESPONSIBLY

*I heart Prosecco is the number 1 Prosecco in convenience Circana 52 weeks to 15.02.26

**Circana 52 weeks to 15.02.26

FOCUS ON

Wine

Web App Guides In Store In Depot

Dear Retailer,

The ‘Focus On’ guides by Plan for Profit are specifically designed for the independent retailer. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

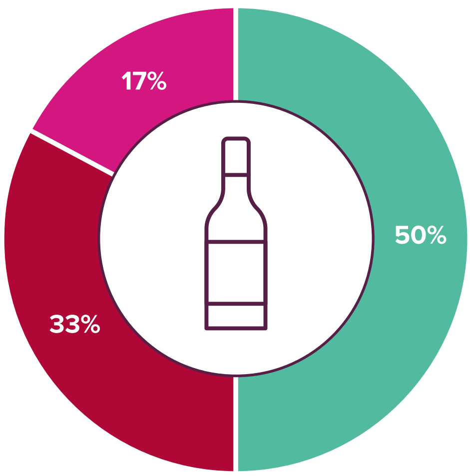
In this edition, we focus on the wine category. While alcohol is the second-largest category in convenience, wine is declining as consumers cut back or leave the category altogether. Retailers therefore need to optimise their wine range and in-store placement. This guide examines category performance, effective ranging strategies, and the top-selling lines.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit planforprofit.co.uk or search ‘Plan for Profit’ in your preferred app store.

Callum Atkinson
Category Coordinator

CATEGORY SNAPSHOT

Category Breakdown[1]



Key Facts

Wine in Symbols and Independents is in decline across both value and volume, underperforming the total alcohol category.[1]

VALUE VOLUME

The decline is driven by shoppers leaving the category or buying less.

This makes stocking our recommended core range more important than ever. (Scan to view the latest range)

1. Nielsen, Symbols & Independents, 52w Value Sales to 03/03/26

Most Wanted Cans 187ml
Sauvignon Blanc
Malbec
Pale Rosé
Most Wanted Cans 200ml
Fizz
Pink Fizz

Most Wanted Classics 75cl
Pinot Grigio
Malbec

Most Wanted Editions 75cl
Albariño

Most Wanted Keg format 20L
Crisp White
Pale Rosé

Most Wanted Selections 75cl
Marlborough Sauvignon

MOST WANTED

whatever it is,
we're the wine for it

COLOUR & VARIETAL

Sauvignon Blanc (New Zealand/Chile) leads the wine category by share and continues to outperform total White, alongside Pinot Grigio (Australia) and Chardonnay.[1]

White	Share of Wine %	Growth
Sauvignon Blanc	16	-3%
Pinot Grigio	14	0%
Chardonnay	11	-3%
Blend	3	-9%
Sauvignon Blanc/Pedro Jimenez	2	-10%

Red is driving the steepest decline, with Malbec (Argentina) the only varietal in modest growth. Merlot (Chile) remains the largest varietal but is underperforming total Red.[1]

Red	Share of Wine %	Growth
Merlot	7	-12%
Shiraz	6	-9%
Malbec	6	1%
Blend	5	-5%
Cabernet Sauvignon	4	-6%

Rosé represents **17%** of sales and is the only colour segment growing, up **2%**, driven by Summer Berries, Rhone and Moscato.[1]

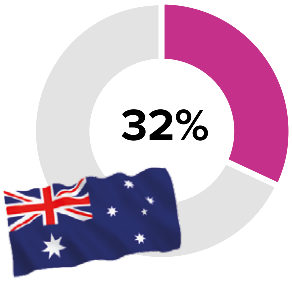
Rosé	Share of Wine %	Growth
Blend	5	-4%
Zinfandel	4	-1%
Summer Berries	1	7%
Rhone	1	122%
Pinot Grigio	1	-5%

PLAN FOR PROFIT TIP

Prioritise space for core White SKUs and hero Sauvignon Blanc, position Malbec as the key red growth driver by reducing slower-moving Merlot lines, and stock lighter-style Rosé to capture seasonal demand.

1. Nielsen, Symbols & Independents, 52w Value Sales to 03/03/26

COUNTRY OF ORIGIN



Australia remains the leading country of origin, delivering **32%** of total wine sales. Strong brand recognition and accessible pricing continue to support performance, despite a **5%** year-on-year decline.[1]

New Zealand **(+1%)**, France **(+12%)** and Argentina **(+3%)** are all outperforming the total category, showing where shopper demand is building.[1]

PLAN FOR PROFIT TIP

Maintain a strong Australian core, while giving greater visibility to best-selling New Zealand, French and Argentinian lines.

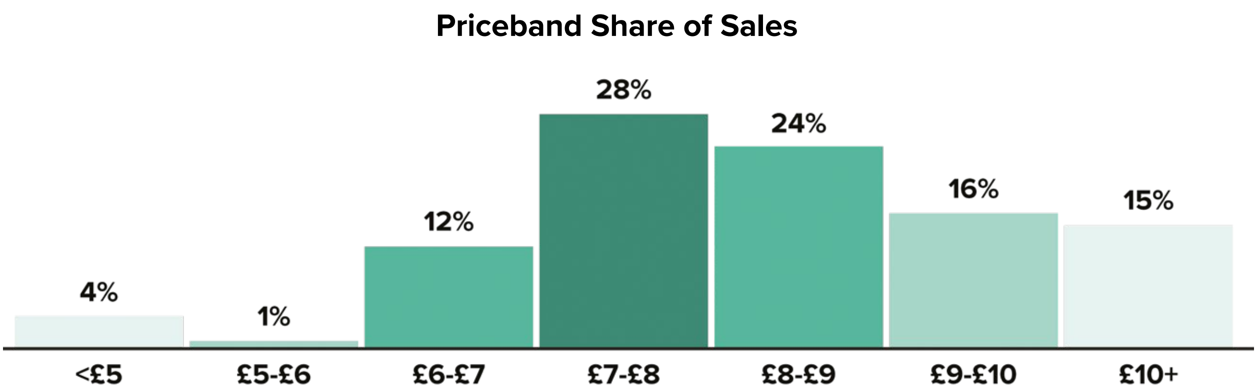
Country	% Share of Value	Value Change (vs YA)
Australia	32%	-5%
Chile	15%	-1%
USA	12%	-7%
Spain	8%	-9%
South Africa	6%	-11%
Italy	5%	-13%
New Zealand	5%	1%
France	5%	12%
Hungary	4%	-11%
Argentina	4%	3%

1. Nielsen, Symbols & Independents, 52w Value Sales to 03/03/26

PRICE POINTS

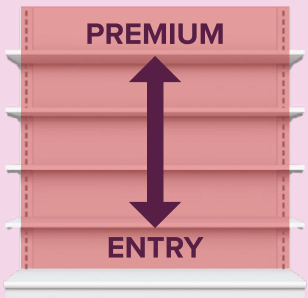
£7–£8 remains the key wine price band, accounting for **28%** of total sales and delivering the bulk of core category volume.[1]

£9–£10 now represents **16%** of sales and is growing at **10%**, as shoppers move away from £10+ options **(-6%)**, making it the clearest trade-up opportunity in the category.[1]



PLAN FOR PROFIT TIP

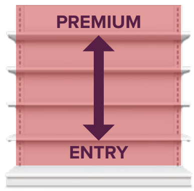
Maintain a clear price ladder, with **£7–£8** driving core volume and **£9–£10** acting as the key trade-up tier.



IN-STORE RANGING

Group by **colour**, then **origin**, then **brand**.

Keep a **clear pricing ladder**: entry at the bottom, premium at the top.



White, Rosé & Sparkling

1.25m x 5 Shelf

Core Range

Extended Range

NPD

1. Impulse, Symbols & Independents Market, NielsenIQ 52we 27/12/25

Red

1m x 5 Shelf

Core Range

Extended Range

BEST SELLERS

Barefoot
Pinot Grigio

12.0%

Casillero Del Diablo
Sauvignon Blanc

12.5%

Hardys VR
Chardonnay

11.0%

Hardys VR
Pinot Grigio

11.0%

Hardys VR
Sauvignon Blanc

11.0%

I Heart
Pinot Grigio

10.5%

I Heart
Sauvignon Blanc

11.5%

Isla Negra
Sauvignon Blanc PX

10.5%

Oyster Bay
Sauvignon Blanc

12.5%

Yellow Tail
Chardonnay

13.0%

Yellow Tail
Pinot Grigio

11.5%

Barefoot
Pink Moscato

9.0%

Barefoot
White Zinfandel

8.0%

Campo Viejo
Tempranillo

13.0%

Casillero Del Diablo
Cabernet Sauvignon

12.5%

Casillero Del Diablo
Merlot

12.5%

Trivento
Reserve Malbec

12.5%

Yellow Tail
Jammy Red Roo

12.0%

Yellow Tail
Merlot

13.5%

Yellow Tail
Shiraz

13.5%

1. SmartView Convenience Value & Volume 52w MAT to April 2026


SAVOUR BETTER SALES
TRIVENTO
DISCOVER MORE
The NO.1 RED WINE*
TRIVENTO ARGENTINA
ROSÉ MALBEC
RESERVE
MENDOZA
TRIVENTO ARGENTINA
RESERVE
PINOT GRIGIO
2023
MENDOZA
TRIVENTO ARGENTINA
RESERVE
MALBEC
2024
MENDOZA
*Source ©2026 NielsenIQ RMS data, Total Light Wine, Value and Volume Sales (excl Private Label), 52 w/e 18/04/2026 (GB Total Coverage)
bedrinkaware.co.uk
Certified B Corporation
Vegan