

CSA SURVEY

Glass bottles & Millennials in the world of wine

The French Federation of Glass Industries has published the findings of a CSA survey conducted in May 2022 on Millennials' expectations of glass bottles in the world of wine. While 2022 has been declared the UN International Year of Glass, the sector is reinventing itself sustainably day after day, and regularly takes the pulse of societal behaviour. On a wine market that is strategic for glassmakers, where glass bottles are a benchmark form of packaging, this survey was conducted with the goal of understanding Millennials' habits. In particular, it highlights the expectations of a generation that is setting its own trends and leading the way when it comes to new consumption modes.



The survey and its target population

The CSA survey was conducted in May 2022 for several reasons:

- to investigate the image of glass bottles and related consumption habits among young consumers, particularly from the environmental perspective.
- to review consumer expectations of glass bottles as a form of packaging.
- to improve our understanding of and analyse certain consumption trends in the world of wine, and put the advantages of glass over Bag-in-Box® packaging into perspective.
- to look at the beer industry model, to identify points to be considered and the future outlook for glass wine bottles.

Of this sample population*, more than eight out of ten people who responded either buy or consume still wine, and 41% said they drink wine every week.

*Methodology explained on page 3

JACQUES BORDAT, Chairman of the French Federation of Glass Industries, remarked: *The CSA survey revealed why glass wine bottles have a bright future as packaging, with a strong image, especially in environmental terms. Glass packaging helps to promote the wine market, to which we are eager to make an active contribution, along with all stakeholders in the glass sector. This latest survey throws up some possible areas of growth and concrete innovation drivers for the wine market, which is faced with declining consumption, by drawing parallels with the beer industry model. The central goal of our approach is to analyse the major consumption trends and the way demand is evolving, in order to build a value proposition that meets the new societal challenges.*

[Click here to view the full survey](#)

Glass bottles are the undisputed favourite among Millennials

Millennials are big fans of glass bottles: regardless of the place of consumption, they remain the **essential format in terms of consumption (93%)**, well ahead of Bag-in-Box® (26%) and cans (17%).

TYPEN OF PACKAGING CONSUMED/ PURCHASED - Last 12 Months



The many advantages of glass wine bottles

In the world of wine, glass bottles enjoy an **excellent image among Millennials, who give them a score of 8.1/10**. More than eight out of ten of them prefer glass to other containers, such as BiB and cans. Glass bottles are therefore a benchmark form of packaging that has won over Millennials due to their numerous advantages, and not least, their environmental impact, convenience and aesthetic appeal.

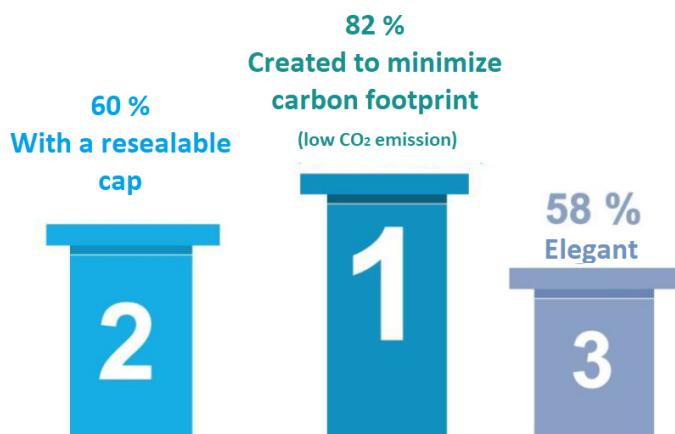


The environment is a top concern for Millennials

The survey showed that Millennials are particularly concerned about their environmental footprint: **more than eight out of ten of them are careful to limit or reduce their use of plastic** and packaging. Some of them plan to make “an effort” in the future, because 92% said they intend to limit or reduce their use of plastic.

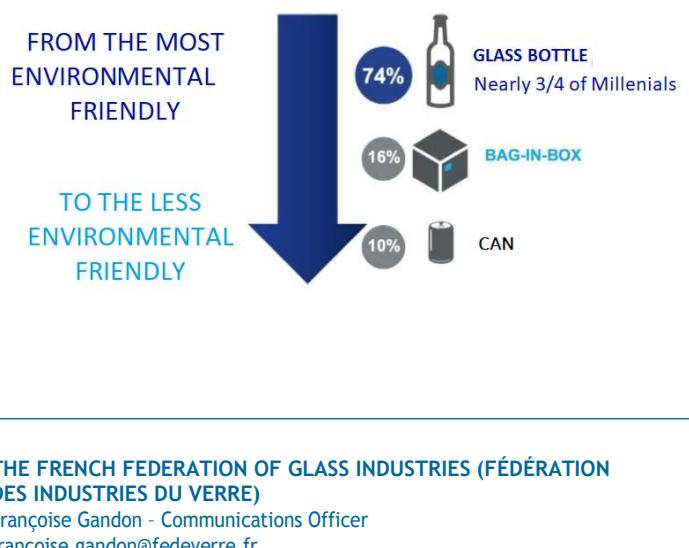
When asked about their expectations of glass wine bottles as a packaging format, **environmental impact (eco-design and carbon footprint) is the top priority for more than eight out of ten Millennials**.

Glass bottles enjoy a very virtuous image in terms of environmental friendliness, compared with other forms of packaging. **3/4 of Millennials perceive glass as the most environmentally friendly format**.



FROM THE MOST ENVIRONMENTAL FRIENDLY

TO THE LESS ENVIRONMENTAL FRIENDLY





GLASS BOTTLES VS BAG-IN-BOX®

Glass packaging has a bright future

Bag-in-Box® is a format that raises questions, with regard to the purchasing/consumption profile, as well as its environmental impact. Looking closely at the composition of a BiB and its plastic bag raises the awareness of Millennials who buy BiBs, of whom only 21% consider that the format is environmentally friendly. Out of 100% of BiB consumers or buyers:

- 25% no longer want to buy BiB in the future
- a further 47% are not entirely convinced they will buy BiB in the future.

MILLENNIALS AND THE BEER INDUSTRY MODEL



The beer market, which went through a long period of decline, managed to reverse the trend by reinventing itself, innovating and giving fresh impetus to beer consumption (growth of craft breweries, new products, alcohol-free beer, and so on). By taking a close look at the positive example of the beer industry, we are able to reflect on and identify prospects for glass wine bottles.

What can Millennials teach us about beer?

The beer category is fairly popular and attracts slightly more consumers than wine. However, the real difference lies in the frequency of consumption: **3/4 of Millennials consume wine and beer**. The difference lies essentially in the frequency of consumption: one half of the Millennials questioned consume beer once a week, compared with one third for wine.

On the beer market, glass bottles are a firm favourite. Regarding the qualities cited by Millennials, the main advantage of beer is its taste, and the fact it is **easy to drink and thirst quenching**.

On the other hand, Millennials enjoy wine for the following reasons:

- Taste (47%)
- It goes well with food (at mealtimes (42%) and buffet dinners (37%))
- Conviviality: ideal for receiving guests (43%), sharing (38%) and giving (37%)

METHODOLOGY OF THE SURVEY CONDUCTED BY CSA FROM 5 TO 12 MAY 2022

Self-administered online questionnaire filled in by internet users from the CSA's own panel of members of the general public. A national representative sample of 755 French people, aged between 20 and 40, who consume or buy wine or beer. The representativeness of the sample was guaranteed by using the quota method based on the following criteria: gender, age and profession of the person interviewed and their region of residence (UDA 5 method).

THE FRENCH FEDERATION OF GLASS INDUSTRIES (FÉDÉRATION DES INDUSTRIES DU VERRE)

The French Federation of Glass Industries represents the glass industry in France in the packaging, flat glass, hollow glass, insulation, fibre and technical glass sectors. It brings together the French Federations of Industrial Glass works (CSVMF), Flat Glass Manufacturers (CSFVP) and Technical Glass works.

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