

# Glass wine bottles boost growth and create value in the world of wine

The French Federation of Glass Industries has published the findings of a CSA survey conducted in April 2021 on how the French perceive glass packaging in the world of wine.

With 2022 having been officially declared the UN International Year of Glass, this survey was conducted in order to understand why people buy glass bottles in an environment where the competition from other packaging formats is on the rise, and to conduct a more detailed analysis of the major trends in terms of demand, with the goal of building an attractive offer that meets these new societal challenges. In particular, the survey revealed how glass bottles help to promote the wine market, unlike other containers such as Bag-in-Box®.



## The survey and its target population

The CSA survey conducted in April 2021 had two goals:

- Firstly, to investigate the image of glass bottles and the reasons why consumers purchase them, particularly from the environmental perspective
- Secondly, to compare the reasons why consumers purchase glass or Bag-in-Box®

Of this sample of wine consumers and/or buyers, aged between 20 and 50, almost nine out of ten people who responded consume wine and 57% of them said they consume wine at least once a week.

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

## Glass wine bottles have a bright future

Glass bottles enjoy a highly positive image among wine drinkers. **Synonymous with quality**, they are perceived as a **benchmark form of packaging that inspires trust** and a symbol of the “French way of life” and French wine-making know-how.

Extremely popular among wine buyers, glass bottles are still **the indispensable format**, since almost all buyers (94%) said that they buy glass wine bottles (versus 22% for Bag-in-Box®).

### TYPE OF PACKAGING PURCHASED - 12 last months

wine buyers base : 922



## The environment is a major concern for wine consumers

Guaranteed quality is not their only selling point, since glass bottles are perceived as being a **sustainable format**. **More than nine out of ten wine drinkers** agreed that glass is a readily recyclable format that is easy to sort at home, 100% and endlessly recyclable.

And a growing number of wine consumers are now basing their purchases on environmental considerations. Good environmental practices are an integral part of their daily lives, with waste sorting/recycling coming first (93% sort on a regular basis, of which 70% sort almost all the time). Some other key takeaways: seven out of ten wine drinkers said that they limit their use of plastic and reduce packaging.



## Glass: a selling point for wine versus the Bag-in-Box®

Glass bottles tick the right boxes for a variety of buying criteria, with an average number of motivations of 4.1, compared with 2.5 for BiB®. While **glass remains the clear favourite for consumers for whom quality is a top concern**, the **pleasure of giving and sharing**, along with convenience, are also important factors when choosing the bottled format. **In contrast, the main reason for purchasing BiB® is the price**. If we look at the environmental dimension more closely, glass bottles are more popular than BiB® in terms of benefits: everyone seems to agree on their image as a sustainable format.



Even shoppers who buy BiB® (more than nine out of ten BiB® buyers) do not contest this fact.



## Glass and wine - inseparable allies

The undisputed advantages of glass, acknowledged by all wine drinkers - both in terms of quality and environmental considerations - make glass bottles the first-choice format on the wine market.

The findings of this CSA survey consolidate the glass wine bottle's positioning at the crossroads of **two major developments in terms of consumption**: the trend towards "quality over quantity", which reflects the premiumisation of consumption, and the greening of the market, which is reflected by the rise in organic wines over the past few years.

## THE WINE SECTOR IN FRANCE, LOCAL PRESENCE AND THE CIRCULAR ECONOMY

- 20 plants in the country
- 7,000 jobs in 2020
- Recycling rate of glass packaging: 76% (source: ADEME)
- 200,000 voluntary collection points
- 2.2 million metric tonnes of glass packaging collected and recycled in 2020 (+ 3% compared to 2019)
- 95% of the raw materials are produced in France
- 300 km = average distance between customers and glass works

*"100% and endlessly recyclable, glass bottles do not just create value for wine producers and drinkers, they also represent a real selling point for the wine market, protecting the diversity of our regions. The sector's ability to innovate and leverage creativity are essential safeguards against the spread of a more down market offer that is currently threatening the market."*

**Jacques Bordat, Chairman of the French Federation of Glass Industries.**

### **METHODOLOGY OF THE SURVEY CONDUCTED BY CSA FROM 22 TO 30 APRIL 2021**

*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 1,002 consumers or buyers of French wine, aged between 20 and 50. 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).*

### **ABOUT THE FRENCH FEDERATION OF GLASS INDUSTRIES**

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.

[www.fedeverre.fr](http://www.fedeverre.fr)