# Villa Sandi Survey Results: Prosecco and international markets

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Villa Sandi, well-known brand, property of Moretti Polegato family and key testimonial of Prosecco in the most important international wine markets, **in collaboration with Wine Meridian**, finalized a survey on some Prosecco key international markets: **Canada, UK, Australia and Russia.**

The survey wanted to analyze, from a global point of view, the Prosecco state of health in its different typologies (DOC and DOCG) to understand **the development dynamics and to implement strategies able to grant Prosecco competitiveness even in the near future.**

In particular, **the survey focused on these aspects:**

- estimate on Prosecco markets actual state
- estimate on Prosecco position

- perception on Prosecco Denomination and differences between Prosecco DOC and Superior DOCG
- estimate and previews on future growth
- suitable actions to grand the right Prosecco position and image
- Villa Sandi brand knowing and perception

The survey analyzed closely the Prosecco markets through **the direct answers from importers, distributors, resellers, owners of wine shops, restaurateurs, masters of wine, sommelier, journalists, opinion leaders and experts.**

"Only deepening the Prosecco development" underlined **Flavio Geretto, Global Export Director of Villa Sandi**, "it will be possible to grant a positive future to this wine typology, which is so strategic for many wine companies in our Country"

**The survey revealed relevant key elements**, which we underline here:

- the majority of the participants (57,3%) considers excellent the Prosecco Performance
- the majority of consumers is not able to recognize the difference between Prosecco DOC and Prosecco Valdobbiadene Conegliano Superiore DOCG. The 80% of the sample thinks that this difference is not clearly perceived in their own market, and only 3% of them consider this difference to be clear.
- 65%of the interviewed consider the Prosecco positioning on the market to be adequate
- 47% declares that Prosecco's strength is for its price to be more competitive than the others sparkling wines
- 33% of the interviewed sample underlines that Prosecco should focus more on the denomination and on the territory distinction (DOC, DOCG, Rive, etc.)

The survey brought to light **a substantial trust in the near future**: according to professionals in the field, **Prosecco not**

**only will continue to grow in the 4 markets** taken into consideration, but the majority of the sample (56%) answers that **the growth will be between 10% and 30% in the next two years.**

Regarding the knowing of Villa Sandi and its **brand perception, 70% of the sample knows the brand and values it positively (45%).**

In conclusion, these results indicate that Prosecco has more growing potential in terms of reputation and quality to **avoid being perceived by consumers ad a "commodity" and to have a "cheap" image.**

**More focus on the origin denomination and on territory distinction** (DOC, DOCG, Rive, etc.) is necessary and it is also essential to **educate consumers** in order to make them able to identify the differences between Prosecco DOC and Prosecco Valdobbiadene Conegliano Superiore DOCG.