

# The Sparkling Wine Gap

## The Quiet Power of Premium Tiers

Alisha C. Todd

January 2026

### **Business Context**

The sparkling wine category spans everything from everyday bottles to prestige offerings. For retailers curating premium assortments, the challenge isn't just price. It's understanding where customer perception and market focus are misaligned. This analysis looks at pricing and ratings together to highlight where high-value opportunities may be overlooked.

### **Data & Methodology**

Wine Rating and Price dataset from Kaggle, consisting of approximately 13,000 unique wines with general product attributes, pricing, and Vivino user ratings.

#### **Key variables analyzed**

- Price
- Price tier classification (Entry, Core, Premium, Prestige)
- Customer ratings

#### **Tools & methods**

- SQL (Google BigQuery) for data extraction and aggregation by price tier
- Exploratory analysis using multiple visualizations, including bar charts, heatmaps, scatter plots, and an opportunity matrix

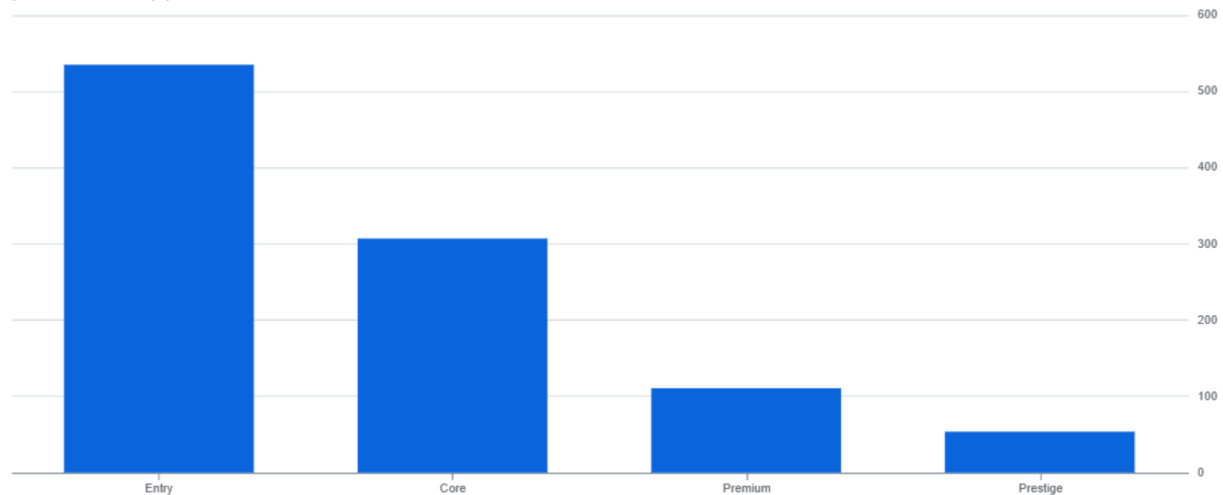
### **Price Tier Distribution Analysis**

Most sparkling wine products sit in the entry and core price tiers. As prices increase, product availability drops quickly, especially in the premium and prestige tiers.

#### **Product Assortment Concentration by Price Tier (Sparkling Wines)**

While product distribution shows where inventory is concentrated, perceived value reveals where quality and customer preference diverge.

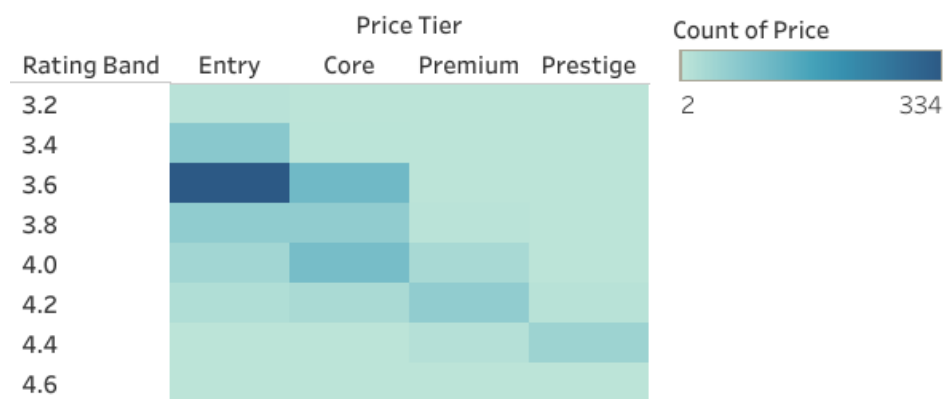
product\_count by price\_tier



Customer ratings show a clear pattern: lower-priced tiers are crowded, yet many of those products sit at average ratings. Premium and prestige tiers offer fewer options, yet those wines are more consistently well-rated. This points to an opportunity to expand higher-quality offerings where customer appreciation is already strong.

Where is perceived value concentrated and where are the gaps across price tiers?

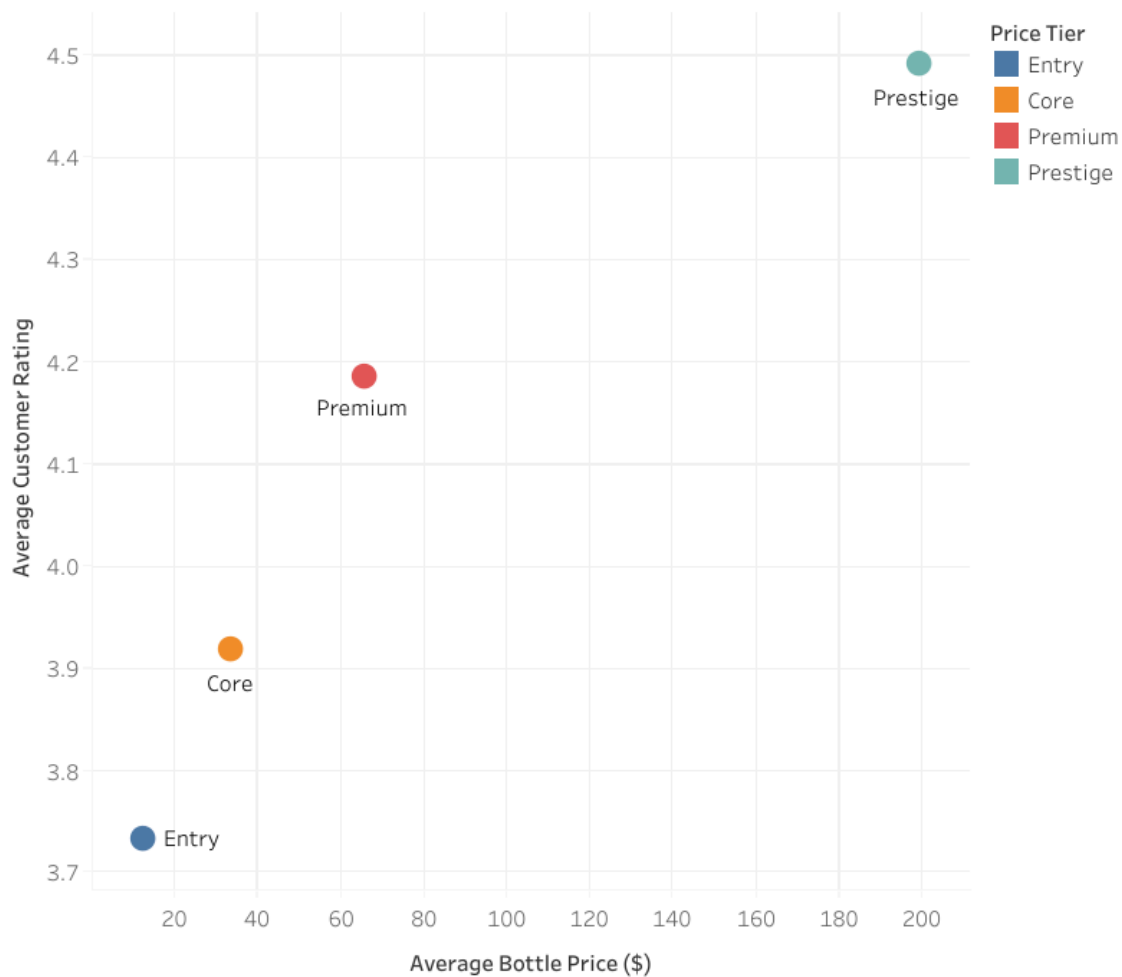
## Perceived Value Heatmap



## Price vs. Perceived Quality

Customer ratings reveal that perceived value does not always align with product availability. Lower-priced tiers are crowded, yet tend to cluster around lower ratings. Higher-priced tiers include fewer products, but those offerings are more consistently well-rated, suggesting room to grow where quality is already recognized.

## Price vs Perceived Quality by Price Tier (Sparkling Wines)

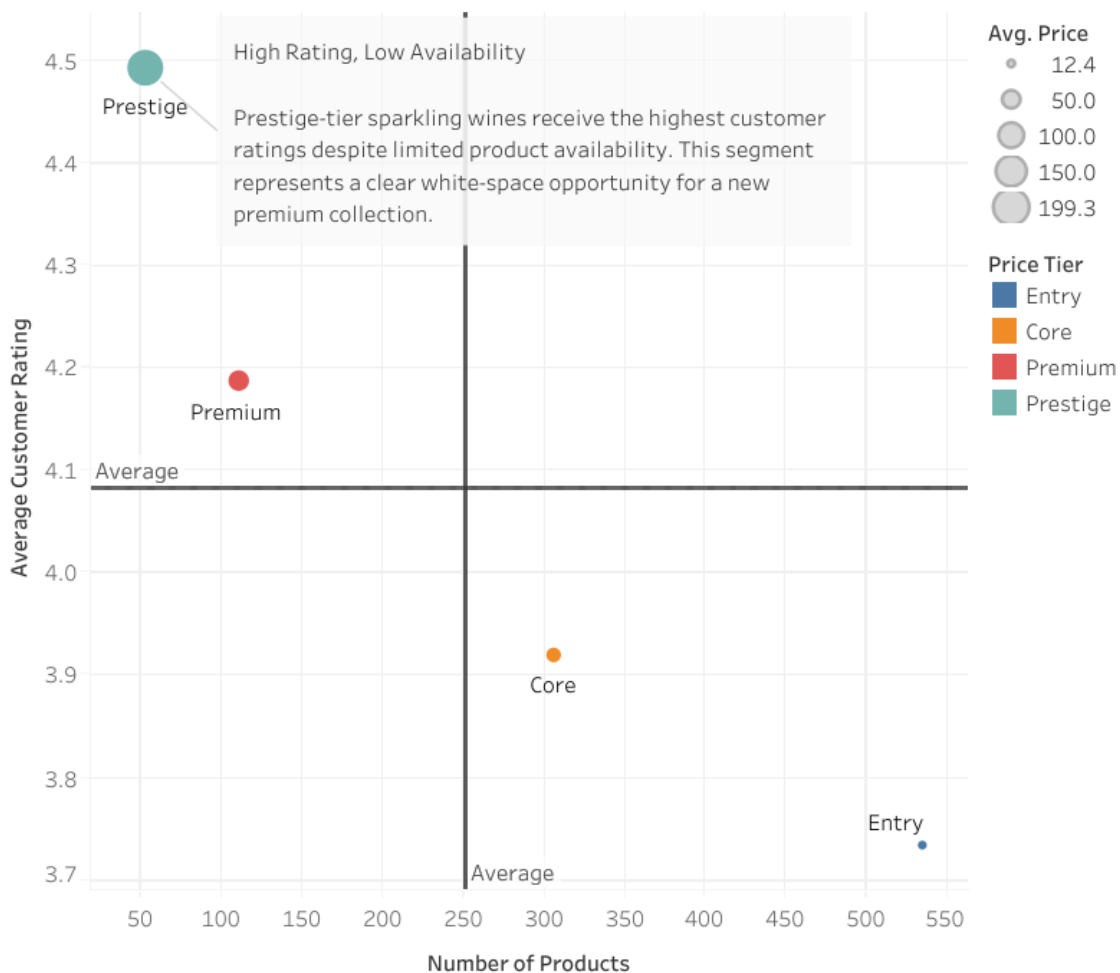


Where are we underrepresented relative to perceived quality?

**Prestige-tier sparkling wines** receive the highest customer ratings despite having the fewest products available, highlighting a clear underrepresented segment and opportunity for expansion.

## Market Opportunity Matrix

Customer Rating vs Number of Products, by Price Tier



### Key Insight: Market Gaps

The data shows a clear gap between price, perceived value, and market attention. Lower-priced sparkling wines dominate the assortment, while higher-priced tiers receive less focus despite stronger customer ratings. This shows the market is focused more on volume than value, leaving premium and prestige tiers underrepresented despite stronger customer ratings.

## **Strategic Recommendation**

The data suggests that the opportunity is not in adding more low-priced sparkling wines, but in being more intentional about what's offered at the higher end. Premium and prestige bottles receive stronger customer ratings, yet they make up a much smaller portion of the overall assortment. This highlights a clear gap between what's available and what customers value most.

Instead of expanding across every price point, a premium retailer should focus on curated sparkling wine collections that emphasize quality over quantity. These collections might center on special occasions, standout producers, or limited selections that already demonstrate strong customer performance.

This approach shifts focus away from overcrowded entry tiers and toward premium segments where customer appreciation for quality is already stronger.