

Report Brochure



THE COLOMBIAN WINE MARKET LANDSCAPE REPORT

NOVEMBER 2016



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GBP 2,500
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AUD 4,750
EUR 3,100
Report credits:
5

60-page
PowerPoint
report

Price also
includes
supporting
data in Excel



Intro to the Colombian Landscapes 2016 Report

The Colombian Landscapes 2016 report includes:



- Report with the latest information regarding the Colombia wine market, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience
 - Secondary sources
 - Trade interviews

Source: Wine Intelligence, Vinitrac® Colombia, June '16, (n=703) Colombian wine drinkers

Red: Significantly higher than all Colombian wine drinkers at a 95% confidence level

Blue: Significantly lower than all Colombian wine drinkers at a 95% confidence level

Grey: Small sample size (n<50)

		All Colombian wine drinkers	Gender		
			Male	Female	18-24
Sample size:			703	381	322
					166

Section A - Demographics					
Base-All Colombian wine drinkers (n=703)					
Gender	Male	54%	100%	0%	58%
	Female	46%	0%	100%	42%
Age	18-24	24%	25%	22%	100%
	25-34	28%	25%	31%	0%
	35-44	21%	21%	21%	0%
	45-54	21%	22%	19%	0%
	55-59	7%	6%	7%	0%
Income	Less than COP 700,000	3%	3%	3%	8%
	Between COP 700,000 - 999,999	12%	10%	14%	23%
	Between COP 1,000,000 - 4,999,999	62%	65%	58%	53%
	Between COP 5,000,000 - 9,999,999	15%	16%	13%	9%
	Between COP 10,000,000 - 29,999,999	3%	3%	3%	2%
	Between COP 30,000,000 - 59,999,999	1%	0%	2%	0%
	More than COP 60,000,000	0%	0%	0%	0%
	No income	0%	0%	1%	0%
	Prefer not to answer	5%	3%	7%	5%

- User-friendly data table with all the measures from Vinitrac® showing significances, cross tabbed with:
 - All Colombian wine drinkers in 2016
 - Gender groups
 - Age groups
 - Colombian cities

Our team is always available in case you need guidance on how to use our data tables

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‘Colombia is traditionally a nation of beer and spirit drinkers though, over the past decade, Colombia’s wine market has shown promising growth. This is particularly the case in urban areas where, thanks to the country’s flourishing economy, a burgeoning middle-class have higher disposable incomes to spend on luxury goods such as wine. Per capita consumption, though still relatively low, has increased to 0.5L - a 3% compound annual growth rate since 2011.’

‘Moreover, free trade agreements have helped to widen the range of wines available and have led to an increase in the number of imported wine volumes in the Colombian market. As IWSR data shows, imported still light wine volumes have seen a 6% year-on-year increase since 2011, while domestic wine volumes have decreased. Chilean wines have performed particularly well in the Colombian wine market; they have grown from strength to strength over the past 5 years and now account for a staggering 60% of the still light wine market.’

‘Overall, the wine category has huge potential to expand. Almost half of Colombian wine drinkers are open to trying new and different styles, particularly those aged between 25 and 34. Despite its promising progress, further growth is threatened by a newly proposed law which will essentially treat wines the same as spirits and could ultimately see the price of some wines increase by 35% - making them prohibitively expensive for many Colombian consumers.’

- The quantitative data for this study was collected in June 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 703 Colombian wine drinkers in 2016
- Respondents were required to drink imported red, white or rosé wine at least twice a year
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey is representative of Colombian wine drinkers in terms of age, gender and region

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