

# The Wine Profiler

A new interactive tool from Wine Intelligence and the IWSR

## Overview

For the first time, international wine businesses will be able to cross-reference IWSR sales volumes and value data for their own wine brands and those of their competitors with Wine Intelligence’s tracking data of brands’ consumer awareness, usage and affinity levels.

The tool will also allow profiling of a brand’s user base by demographics and Wine Intelligence’s Portraits consumer segmentation model. Data is available for fifteen key international markets and around 50 brands per market, with up to 10 years of historic tracking.

## Features

The interactive web-based platform enables users to generate cross-tabbed charts and data tables at the click of a button. As well as brand-level data, users can compare IWSR sales trend data and Wine Intelligence consumer behaviour data at a market level.

### Key features:

- Sales and consumer data for still wine
- Global data, data by market and data by brand line
- Forecasts
- ‘Innovations’ news feed

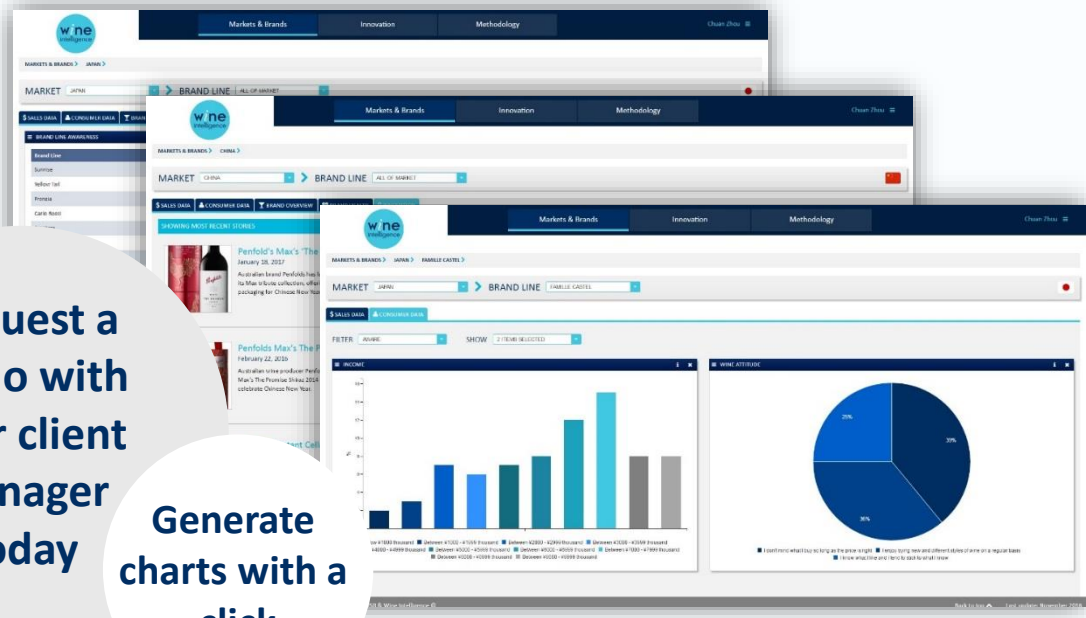
### Sales data includes:

- Volume, value, price, quality, local and important, country of origin, owner and brand name

### Consumer data includes:

- Demographics, e.g. age, gender, income
- Survey results, e.g. frequency of consumption, wine-buying channels, attitudes to wine
- Brand health trends – how aware of a brand consumers are, their attitude to the brand and how often they purchase the brand

## The Wine Profiler in action



Request a  
demo with  
your client  
manager  
today

Generate  
charts with a  
click

## Markets available

Data is available for 15 markets, which, together represent 85% of global wine purchases:

Australia • Belgium & Luxembourg • Brazil • Canada • China • Finland • Germany • Japan • Mexico • The Netherlands • Poland • South Korea • Sweden • United Kingdom • United States

A global  
market  
overview is  
also  
available

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