



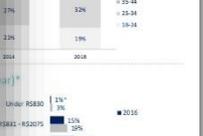
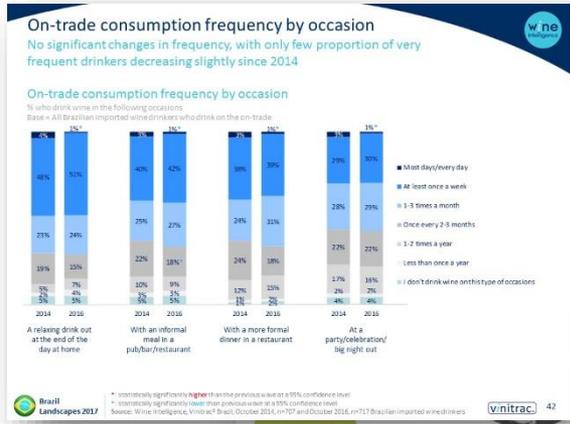
# BRAZIL WINE MARKET LANDSCAPES REPORT

MARCH 2017



# Report price

## Brazil Landscapes Report 2017



Report price:  
GBP 2,500  
USD 3,500  
AUD 4,750  
EUR 3,100

Report credits:  
5

Price also includes  
**supporting data in Excel**

(All Vinitrac® questions with cross-tabulations by all Brazilian imported wine drinkers, gender groups, age groups, and tracking versus 2016 and 2014)

74-page  
PowerPoint  
report

# Intro to the Brazil Landscapes 2017 Report

## Deliverables



Insights to help your business flourish

The Brazil Landscapes 2017 report includes:



	All sample	Gender		Age B groups				
		Male	Female	LDA-24	25-34	35-44	45-54	55-64
<b>Wine attitude</b>								
I enjoy trying new and different styles of wine on a regular basis	42%	43%	42%	48%	53%	54%	46%	35%
I don't mind what I buy so long as the price is right	15%	16%	14%	38%	20%	13%	8%	7%
I know what I like and I tend to stick to what I know	46%	41%	50%	18%	27%	30%	46%	55%
<b>Wine involvement statements</b>								
Drinking wine gives me pleasure	85%	81%	89%	75%	72%	87%	87%	88%
Generally speaking, wine is reasonably priced	62%	58%	65%	61%	58%	66%	63%	59%
I like to take my time when I purchase a bottle of wine	61%	58%	63%	58%	58%	63%	61%	64%
Deciding which wine to buy is an important decision	57%	57%	57%	56%	51%	57%	53%	62%
I always look for the best quality wines I can get for my budget	54%	50%	58%	43%	64%	59%	51%	51%
I have a strong interest in wine	48%	48%	44%	33%	43%	37%	46%	44%
Wine is important to me in my lifestyle	38%	38%	38%	33%	43%	42%	41%	36%
Compared to others, I know less about the subject of wine	53%	52%	53%	43%	41%	38%	52%	50%
I feel competent about my knowledge of wine	38%	35%	35%	30%	35%	36%	30%	26%
Generally speaking, wine is an expensive drink	27%	27%	28%	34%	35%	35%	34%	23%
I don't understand much about wine	26%	21%	23%	38%	31%	28%	28%	22%
<b>Wine involvement</b>								
Low involvement	27%	28%	25%	34%	34%	23%	25%	27%
Medium involvement	38%	37%	40%	36%	33%	37%	41%	37%
High involvement	35%	35%	35%	30%	33%	41%	34%	35%
<b>Closure</b>								
<b>Soft-wax</b>								
I don't like buying wine with this closure	27%	27%	28%	20%	28%	21%	30%	33%
Neutral	45%	48%	43%	51%	50%	51%	42%	40%
I like buying wine with this closure	27%	25%	29%	28%	22%	28%	27%	27%
<b>Synthetic cork</b>								
I don't like buying wine with this closure	28%	22%	28%	30%	21%	24%	23%	31%
Neutral	60%	64%	57%	57%	61%	56%	66%	57%
I like buying wine with this closure	10%	14%	15%	13%	18%	20%	11%	12%

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

- User-friendly data table with all the measures from Vinitrac® showing significances, cross tabbed with:
  - All Brazilian imported wine drinkers
  - Gender groups
  - Age groups
- Tracking data vs. 2014

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

# Contents



▪ Introduction	p. 5	▪ Wine consumption in the off-trade and in the on-trade	p. 39
▪ Management summary	p. 7	Off-trade consumption frequency by occasion	
▪ Brazil wine market overview	p. 12	Off-trade spend by occasion	
Economic overview		On-trade consumption frequency by occasion	
Brazil wine market in context		On-trade spend by occasion	
Still light wine		▪ Wine involvement and attitude	p. 44
Sparkling wine		Wine attitude	
Fortified wine		Wine involvement	
Imported vs. domestic wine market share		Attitudes towards closures	
Per capita consumption of still light wine		▪ Brand health	p. 48
▪ Brazil wine consumers	p. 19	Brand power	
Overview of total Brazilian wine drinkers		Brand awareness	
Demographics of Brazilian imported wine drinkers		Brand purchase	
Wine consumption frequency		Brand affinity	
▪ Beverage repertoire	p. 24	Brand recommendation	
Alcoholic beverage repertoire		▪ Sparkling wine	p. 55
Varietals		Consumption frequency by type	
Countries of origin		Occasions by type	
Regions of origin		Brand awareness	
▪ Wine buying behaviour	p. 34	Brand purchase	
Channel usage		Favourite brand	
Retailer usage		▪ Wine drinker age profiling	p. 63
Choice cues		▪ Methodology	p. 70

# Excerpts from the introduction

## Brazil Landscapes Report 2017



‘Brazil, South America’s most populous nation and biggest economy, has been going through a complicated period with a fall in gross domestic product (GDP), a high unemployment rate, and political uncertainty - all while the country hosted major sports events such as the FIFA World Cup 2014 or the Summer Olympics 2016. The wine industry seemed not to have suffered as much of a negative impact as probably one would have expected a couple of years ago.’

‘A more telling long-term stat is the growth in the wine drinking population: compared to 2010, there are now 8 million more wine drinkers, totalling almost 30 million wine drinkers (in a group of selected cities and regions relevant for the category) of which 80% consume imported wine at least twice a year.’

‘Domestically produced wines continue to dominate the Brazilian market, with only 25% of wines being imported. Domestic wines are still perceived as not as good as imported wines, although the recent success of Brazilian sparkling wine brands might gradually change this perception over the coming years. Sparkling wines produced domestically are well-known in Brazil, and are on par with French brands in terms of awareness levels. Brazilian brands like Salton and Aurora have performed exceptionally well in the last two years. On the imported wines side, Chile, Portugal, Spain and Uruguay are the most successful, with the two first being recognized as the most active in the market regarding promotional activities.’

‘Despite stagnant growth in terms of consumption, higher spend in the off-trade, as well as signs of a more stable political situation, suggest that it would be prudent to keep a watchful eye on the slow, but steady development of the Brazilian wine landscape.’



- The data for this survey was collected in Brazil in October 2014, and October 2016
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
  - 707 Brazilian imported wine drinkers (October 2014)
  - 717 Brazilian imported wine drinkers (October 2016)
- Respondents were screened to ensure that they drink red, white or rosé imported wines 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 data is representative of Brazil imported wine drinkers in terms of age, gender, and city/region of residence
- The distribution of the sample is:

		Oct-14	Oct-16
		n= 707	717
Gender	Male	54%	54%
	Female	46%	46%
	<b>Total</b>	<b>100%</b>	<b>100%</b>
Age	18-24	21%	19%
	25-34	26%	32%
	35-44	25%	23%
	45-54	18%	19%
	55 and over	10%	8%
	<b>Total</b>	<b>100%</b>	<b>100%</b>
Cities/ Regions	São Paulo	29%	41%
	Interior de São Paulo	27%	8%
	Rio de Janeiro	19%	15%
	Belo Horizonte	7%	8%
	Porto Alegre	7%	9%
	Curitiba	5%	7%
	Brasilia	7%	5%
	Salvador	7%	7%
	<b>Total</b>	<b>100%</b>	<b>100%</b>

Source: Wine Intelligence, Vinitrac® Brazil, October ‘14 (n=707), October ‘16 (n=717) Brazilian imported wine drinkers

## How does Vinitrac® work?

### 1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

### 2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

### 3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

REPORT PRICE: • GBP 2,500 • USD 3,500 • AUD 4,750 • EUR 3,100 • 5 Report Credits

Format: 74 page PowerPoint (PDF) and Excel data table

Purchase online: <http://www.wineintelligence.com/product-category/report-type/wine-landscape-reports/>

Contact us directly: [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)

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