



The Still 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 web-based platform can drill down at a brand level to look at sales volumes over time, who is buying a brand, and how perceptions of a brand have changed over time. This can then be compared with up to 50 brands per market, across 15 markets. The Still Wine Profiler has a charting tool and can export your analysis into Excel.

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 The IWSR's 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

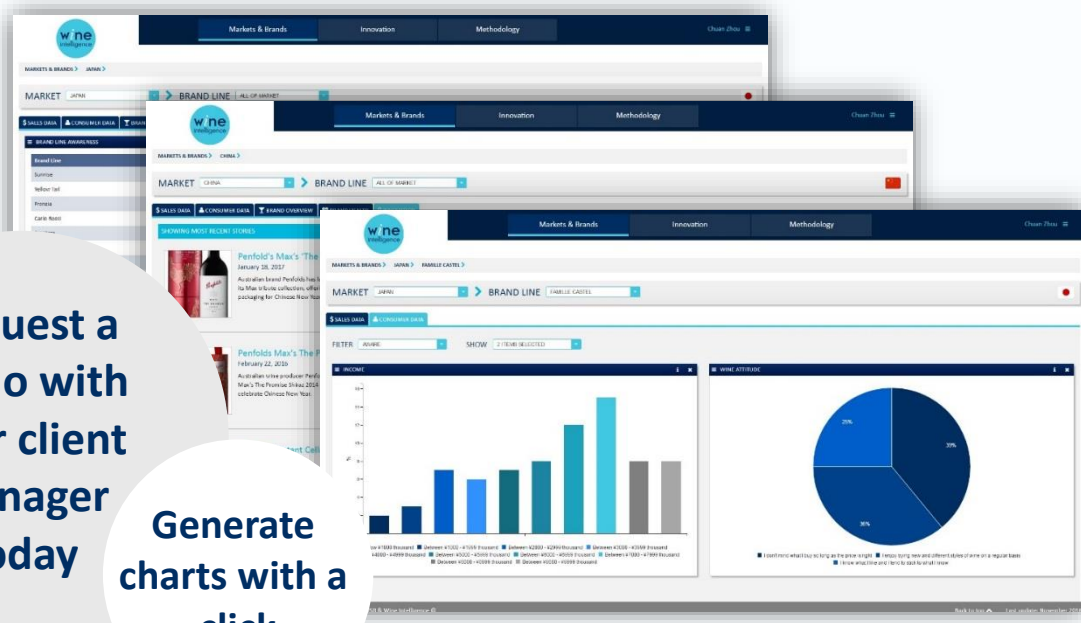
Sales data includes:

- 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 Still Wine Profiler in action



Request a
demo with
your client
manager
today

Generate
charts with a
click

Markets available

Data is available for 20 markets, which, together represent over 85% of global wine purchases:

Australia • Belgium & Luxembourg • Brazil • Canada • China • Denmark • Finland • Germany • Hong Kong • Ireland • Japan • Mexico • The Netherlands • Norway • Poland • Singapore • South Korea • Sweden • United Kingdom • United States

A global
market
overview is
also
available

Contact your local office for more information:

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