

FINLAND LANDSCAPES

February 2018 Report



Finland Landscapes 2018

Report overview

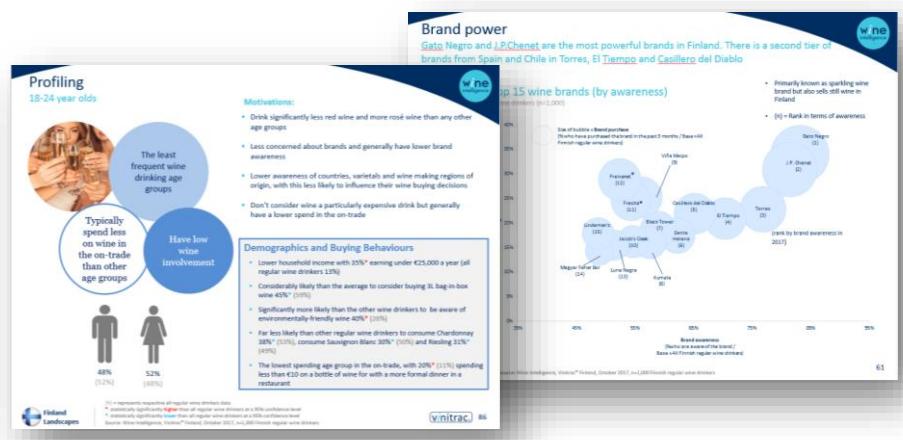


5
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Report price:
GBP 2,500
USD 3,250
AUD 4,500
EUR 3,000

The Finland Landscapes 2018 report includes:

- Report with the latest information regarding the Finnish 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 Finland regular wine drinkers in 2017
 - Gender groups
 - Age groups
 - Finnish regions
- Tracking data vs. 2014 and 2016



*All prices exclusive of VAT, GST,
or relevant local sale taxes at the current rate



Finland
Landscapes

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Management summary

Key trends in the Finnish wine market

1. WINE MONOPOLY ALKO DRIVES CONSUMER HABITS

- Government Monopoly Alko looks to mirror consumer trends and as a monopoly, it is the key influencer in the Finnish wine market

2. RETAILERS BEING ABLE TO SELL BEVERAGES UP TO 5.5% ABV PRESENTS NEW OPPORTUNITIES

- Since January 1st 2018, general retailers have been able to sell alcoholic beverages up to 5.5% abv (previously the maximum was 4.5% abv). Opportunity for increased availability of lower strength alcoholic beverages outside of Alko

3. HEALTH-CONSCIOUS FINNS LOOK TO LOWER ALCOHOL AND ORGANIC WINES

- Organic & vegan food and drink are becoming increasingly popular with Finns, as health becomes a key influence of consumer behaviour

4. NEW PRODUCTS DRIVING WINE GROWTH

- Industry experts attribute successes for brands like Freixenet to their innovations rather than overt brand loyalty

5. PRICE INCREASES COMPOUNDING INCREASINGLY PRICE CONSCIOUS WINE CONSUMERS

- The new tax increase introduced in January 2018 has contributed to increased wine prices (there has been a 5% average price increase for alcoholic beverages in Alko) in a market where wine drinkers have become significantly more driven by not minding what wine they buy, 'as long as the price is right'

Management summary

Key trends in the Finnish wine market

6. 3L AND 2L BAG-IN-BOX REMAIN DOMINANT, WITH CONVERSION RATES FOR PET PACKAGING PARTICULARLY STRONG

- 3L and 2L bag-in-box formats are second only to 750ml glass bottles in terms of the number of Finnish regular wine drinkers aware of the packaging type, whilst both 750ml and 1L PET both have particularly strong numbers of purchasers amongst those aware of these packaging types

7. FRUITY, JAMMY REDS CONTRIBUTE TO CHILEAN SUCCESS

- Chilean reds have the best conversion to purchase rates of any country's wine in Finland, which is at least partly due to their association with flavour descriptors that have broad appeal among consumers

8. MATCHING WINE TO FOOD CHOICES IS BECOMING INCREASINGLY POPULAR

- Selecting wines to enhance the dining experience is a growing trend among Finnish regular wine drinkers

9. PROSECCO LEADS GROWTH IN SPARKLING WINES

- Finland is not immune from the Prosecco boom and the Italian sparkling wine is an integral part of an increasingly successful sparkling category, although Prosecco volumes are still relatively small

Research methodology

Vinitrac®



- The data for this survey was collected in Finland in July 2014, July 2016 and October 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 1,015 Finnish regular wine drinkers (July 2014)
 - 1,001 Finnish regular wine drinkers (July 2016)
 - 1,000 Finnish regular wine drinkers (October 2017)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Finnish regular wine drinkers in terms of age, gender and region



Trade interview methodology

- Trade Interviews were conducted with five experienced industry professionals in the Finnish wine trade in January 2018
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The four interviewees were members of the wine trade working in different roles:
 - 1 x producer/distributor
 - 1 x category marketing director
 - 1 x product manager
 - 1 x consumer insight manager

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: • AUD 4,500 • GBP 2,500 • USD 3,250 • EUR 3,000 • 5 Report Credits

Format: 97-page PowerPoint (PDF) and Excel data table

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

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