

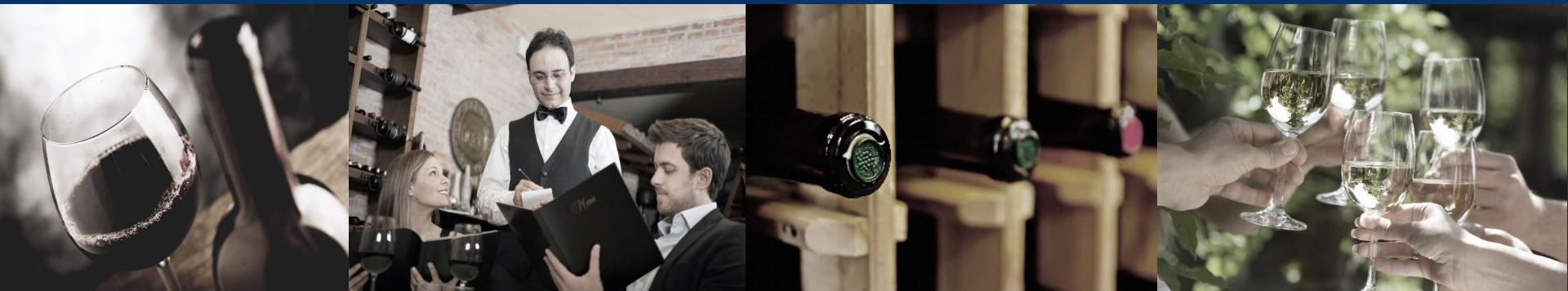
Report Brochure



THE BRAZIL WINE MARKET LANDSCAPE REPORT



APRIL 2015



REPORT PRICE • USD 3,850 • GBP 2,500 • 5 Report Credits

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Report price



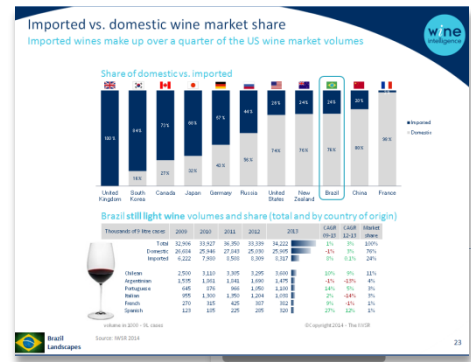
Report price:

USD 3,850
 EUR 3,250
 GBP 2,500
 AUD 4,750

Report credits:
 5

Price also includes supporting data in Excel
 (All Vinitrac® questions with cross-tabulations by gender, age and regions)

70 page PowerPoint report



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

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Excerpts from the introduction



‘The Brazilian wine market has parallels with the country’s football team going into the 2014 World Cup – high expectations, bags of potential but with issues that threaten to undermine all the good work.’

‘High expectations are born of healthy 3% compound annual volume growth since 2009 and the sheer number of wine drinkers – 22.4 million and rising. The potential is in the room to grow, with almost two-thirds of the population yet to adopt wine into their drinking repertoires and relatively low penetration of the market by overseas producers from many major winemaking nations.’

‘Logistics are a complex issue in a big and diverse country – and different taxes between states only serve to compound any transportation challenges. Political uncertainty threatens to cramp consumer confidence and reduce spending on non-essential items. While the nation’s producers, importers and retailers wait to see how this plays out, there is plenty of good news to keep spirits high.’

‘With the world’s fifth biggest population and established domestic wine production and consumer bases, Brazil has the potential to be a powerhouse for the global wine market.’



Luis Osorio
Senior research analyst
April 2015



- Measures from the IWSR correspond to actual wine consumption figures. This means sales into the trade (on- + off-premise)
- The IWSR visits each market each year. Discussions are held with key local experts in the market including importers, producers, grey market operators, duty free operators, and supermarket/hypermarket buyers.
- All volume data is given in thousand 9 Litre Cases
- In the breakdown by country of origin, IWSR includes (depending on the market and the size of the category) the following two categories: 'Other' and 'International'
They are defined as followed:
 - 'Other': category including wine blends (normally in bulk or bottled without specified country of origin) and wines from other countries with volumes too small to break out separately
 - 'International': Category including wine brands that have wines from various countries
- The IWSR includes the following types of wine in its definition of 'wine':

Definitions

WINE =

Still light wine +

Sparkling (Champagne & other) +

Fortified

} Sub-categories



SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries, 2,000 in US
Regular adult wine drinkers (where 'regular' = drinks wine at least once per month)

Each Vinitrac[®] survey starts with questions to screen respondents:

- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Drinks wine at least once per month
- Drinks at least red, white or rosé wine
- Buys wine in the off-trade and/or in the on-trade channels

... and rejects all respondents who do not fulfil these Vinitrac[®] criteria



Each sample is representative of the 'regular' wine drinking population in that market and is therefore valid; a sample size of at least 500 consumers ensures results are reliable. It's like a 'smaller' version of the wine drinking population at large



We comply with both MRS and ESOMAR codes and guidelines for market research practice



- The data for this survey was collected in Brazil in November 2010 and October 2014
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 1,001 Brazilian imported wine drinkers (November 2010)
 - 707 Brazilian imported wine drinkers (October 2014)
- 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



WHY IS VINITRAC® NOT A PANEL?

- Panels are good for monitoring detailed purchase activity but require regular input from exactly the same complete group of respondents
- This requires more time from respondents, for which they are paid, and panels are therefore more heavily skewed towards home-based consumers, e.g. students and home-makers
- This group of a country's wine-drinking population does not fully represent the accurate weighted sample of adult regular wine drinkers on which Vinitrac® insights are based

HOW DOES VINITRAC® WORK?

- Invitations to participate in Vinitrac® are distributed to adult consumers in each market
- Consumers interested in a wine survey are directed to an URL address, which welcomes them to the online survey
- Wine Intelligence monitors incoming completed responses to build a sample representative of the wine drinking population of the target market
- When a representative sample of at least 1,000 (US: 2,000) is logged, the survey is closed



REPORT PRICE: • \$3,850 or 5 Report Credits

Format: 70 page PowerPoint (PDF)

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

Contact us directly: reports-shop@wineintelligence.com

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