

Mexico Generations

A horizontal bar composed of four colored segments: teal, orange, light purple, and maroon.

2016 Report

REPORT PRICE • GBP 2,000 • AUD 3,800 • USD 2,800 • EUR 2,600 • 4 Report Credits

Report price

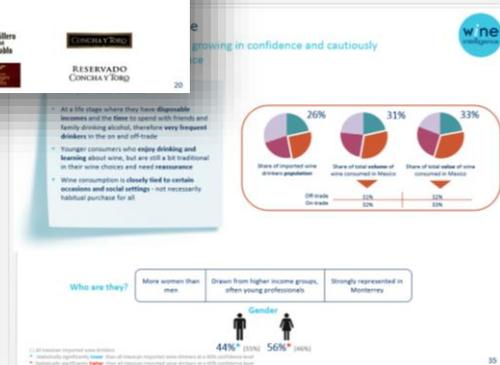
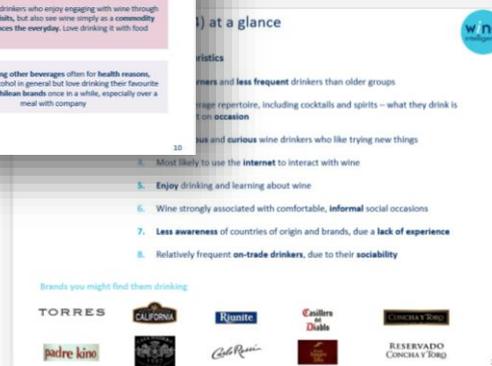


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Price also includes
profiling data in Excel
(All Vinitrac® questions with cross-tabulations by the segments)

80 page
PowerPoint
report



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Excerpts from the introduction



“In this, our first Generations report, we explore Mexican consumers by splitting them up into generational groups. While in many markets it’s much more appropriate to approach consumer segmentation from the perspective of spending patterns, involvement or a myriad of other demographic indicators, by splitting Mexican wine consumers into 4 age groups we seek to offer a simple, straightforward and useful way of exploring different segments.”

“For example, Experienced Drinkers (aged 45-59) grew up in an age when wine was almost exclusively consumed by the upper classes or on special occasions, such as sparkling at New Year or red for a romantic occasion. In stores, wine was under-represented, with either expensive Old World brands, or cheap tetra-packs of Mexican and Californian wine. While many have been wine drinkers for decades, as they have aged this group has begun to drink wine increasingly, due to a perception that it’s healthier than beer or spirits.”

“By contrast, Young Millennials are our youngest age group (18-24) and most have only recently begun to drink wine. They are just beginning to explore the category and are learning what they like and don’t like. We expect them to follow a pattern much like the generation above them – Older Millennials – and begin to drink wine more frequently, becoming engaged, curious and discerning consumers, many of whom seek new and different products than what can be found on the typical supermarket shelf.”

“Through this simple and straightforward approach we hope to help our clients understand the intricacies of this important market, and develop understanding of how it’s likely to evolve over the years to come.”



Eva Maitland
Project Executive

What is Mexico Generations?



- To help wine businesses better target their consumers, Wine Intelligence has developed a segmentation of Mexico regular wine drinkers, which we call Generations
- Using latent class analysis we decided to group Mexican consumers by age group because they have similar levels of spend on wine per occasion, frequency of wine consumption per occasion and attitudes towards wine
- We then studied these consumer groups through quantitative and qualitative research (including through focus groups, interviews, and through our online survey platform Vinitrac®) to build a deep understanding of how they behave and what motivations lie behind their wine consumption

Generations overview

Who are the generations?



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How can I use Generations?

Objectives

The Generations report has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
 - **Who** they are
 - **Why** they drink wine
 - **What** they drink
 - **Where and how** they buy wine
 - **How** you can target them

This report identifies the higher value, mid-value and lower value generational consumer groups in the wine market, and provides detail on the preferences and behaviours of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target.

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each generational consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products.

Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. Wine companies can use the Generations report to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

Methodology

Focus groups

Wine Intelligence conducted 7 focus groups with 36 consumers in Mexico City and Guadalajara, to understand their attitudes and habits when it comes to wine

Focus group verbatim appear in the following boxes:

Focus groups respondents by age

Age	Consumers
18 - 24	5
25 - 34	16
35 - 44	8
45 - 59	7

Methodology



Trade interviews

Wine Intelligence interviewed 5 professionals from different business areas and asked for their views on the Mexican wine market regarding specific topics. The results of these have been used in our Mexico Landscapes 2016 report

Trade interview verbatim appear in the following boxes:

Trade interviewees	
Business	Position
Independent specialist retailer	Producer/distributor
Commercial Manager	Importer
Director	Importer/distributor
Commercial Director	Importer/distributor
Mexican Winery	Owner and founder

Vinitrac® Methodology

- The data for this survey was collected in Mexico in July 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
- 707 Mexican imported wine drinkers (July 2016)

Respondents were screened to ensure that they drink wine at least twice a year; drink red, white or rosé wine; and buy wine in the off-trade and/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 Mexican imported wine drinkers in terms of age and gender and cities.

Vinitrac® frequently asked questions



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 is logged, the survey is closed

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Format: 80 page PowerPoint (PDF) + supporting data table (Excel)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/consumer-segmentations/>

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