

Report Brochure



THE MEXICO WINE MARKET LANDSCAPE REPORT

AUGUST 2016



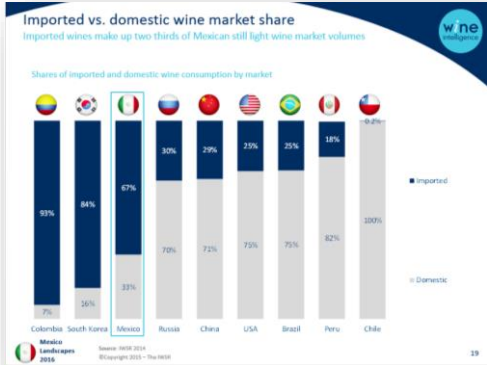
Report price

Report price:
 GBP 2,500
 USD 3,500
 AUD 4,750
 EUR 3,250

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 5

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

87 page PowerPoint report



Wine market share and price per bottle by country of origin

Country	Volume (1000L)	Market share (%)	Price per bottle (USD)
France	115	17%	10.5
Spain	105	16%	10.5
Italy	95	14%	10.5
USA	85	13%	10.5
Germany	75	11%	10.5
China	65	10%	10.5
Japan	55	8%	10.5
UK	45	7%	10.5
Australia	35	5%	10.5
Canada	25	4%	10.5
South Africa	15	2%	10.5
Argentina	10	1%	10.5
Chile	5	0%	10.5
Other	10	1%	10.5

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Excerpts from the introduction



“One of the key elements which makes Mexico such an attractive market from many perspectives is its propensity for slow but steady growth.”

“The latest research by Wine Intelligence confirms the growth of imported wine within this growing market. In fact, since 2014, the proportion of imported wine drinkers who drink wine once a week or more has risen from a third to almost half of those surveyed. Wine consumption in general tends to take place most frequently in metropolitan areas, and since 78% of Mexicans live in urban areas, the vast majority of the population is being increasingly exposed to wine.”

“For many Mexican wine drinkers, wine has traditionally been represented almost exclusively by reds, however this is also beginning to change, as consumers become more involved in the category and begin to experiment with different styles.”

“As little as a couple of decades ago, wine was considered the preserve of the upper classes, and the typical consumer was often middle aged and male. For the rest of the population wine would be consumed on very special occasions only, if at all. However with the influx of low-price and good quality wines from South America, and the increasing shelf space allocated to wine in retailers, the profile of the typical Mexican wine consumer is no longer limited by economic background, age or gender. ”

“Of course, it would be foolish to forget that this is still a country suffering from severe inequality and poverty, and therefore wine is still out of the price range of a very large proportion of the population. Despite this, it’s safe to say that it’s becoming ever more possible both financially and conceptually for an increasingly wide range of different consumers, and will continue to do so for the next decade and beyond.”

Wine intelligence interviewed 5 professionals from different business areas and asked for their views on the Mexican wine market regarding specific topics. We also conducted focus groups with over 35 consumers to understand their attitudes and habits when it comes to wine, the results of which have been used in the Mexico Landscapes 2016 report.

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

- The data for this survey was collected in Mexico in November 2012, November 2014 and July 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 702 Mexican imported wine drinkers (November 2012)
 - 708 Mexican imported wine drinkers (November 2014)
 - 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.

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

REPORT PRICE: • GBP 2,500 • USD 3,500 • AUD 4,750 • EUR 3,250 • 5 Report Credits

Format: 87 page PowerPoint (PDF) + supporting data table (Excel)

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