



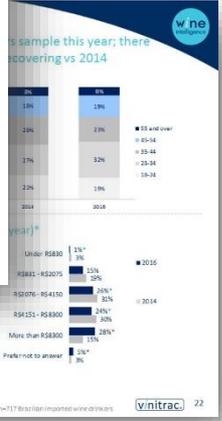
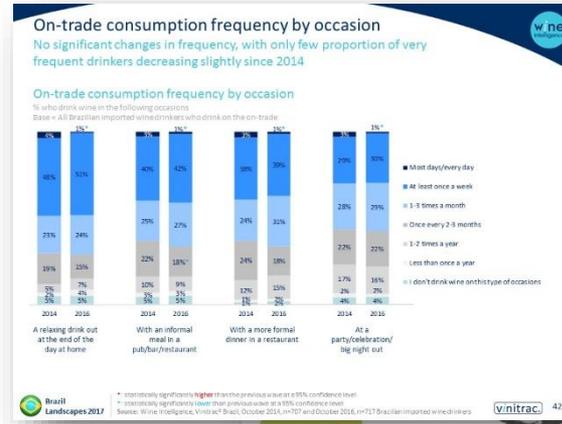
BRAZIL WINE MARKET LANDSCAPES REPORT

MARCH 2017



Report price

Brazil Landscapes Report 2017



Report price:
GBP 2,500
USD 3,500
AUD 4,750
EUR 3,100

Report credits:
5

Price also includes supporting data in Excel
(All Vinitrac® questions with cross-tabulations by all Brazilian imported wine drinkers, gender groups, age groups, and tracking versus 2016 and 2014)

73-page PowerPoint report

Intro to the Brazil Landscapes 2017 Report

Deliverables



Insights to help your business flourish

The Brazil Landscapes 2017 report includes:



	All sample	Gender		Age B groups					
		Male	Female	LDA-24	25-34	35-44	45-54	55-64	
Wine attitude	I'm enjoying new and different styles of wine on a regular basis	42%	43%	42%	48%	53%	54%	46%	35%
	I don't mind what I buy so long as the price is right	15%	16%	15%	38%	20%	13%	8%	7%
	I know what I like and I tend to stick to what I know	46%	41%	50%	18%	27%	36%	46%	58%
Wine involvement statements	Drinking wine gives me pleasure	85%	81%	89%	75%	72%	87%	87%	88%
	Generally speaking, wine is reasonably priced	62%	58%	65%	61%	58%	66%	63%	59%
	I like to take my time when I purchase a bottle of wine	67%	58%	63%	58%	58%	63%	67%	64%
	Deciding which wine to buy is an important decision	57%	57%	57%	56%	51%	57%	53%	62%
	I always look for the best quality wines I can get for my budget	54%	50%	58%	43%	64%	59%	57%	57%
	I have a strong interest in wine	48%	48%	44%	33%	43%	37%	46%	44%
	Wine is important to me in my lifestyle	38%	38%	38%	33%	43%	42%	47%	36%
	Compared to others, I know less about the subject of wine	53%	52%	53%	43%	41%	38%	52%	50%
I feel competent about my knowledge of wine	38%	35%	35%	30%	35%	36%	30%	26%	
Wine involvement	Generally speaking, wine is an expensive drink	27%	27%	28%	34%	35%	35%	34%	23%
	I don't understand much about wine	26%	21%	23%	38%	37%	28%	28%	22%
Wine involvement	Low involvement	27%	28%	25%	34%	34%	23%	25%	27%
	Medium involvement	38%	37%	40%	36%	33%	37%	41%	37%
	High involvement	35%	35%	35%	30%	33%	41%	34%	35%
Closure									
Screw-cap	I don't like buying wine with this closure	27%	27%	28%	20%	28%	21%	30%	33%
	Neutral	45%	48%	43%	57%	50%	57%	42%	40%
Synthetic cork	I like buying wine with this closure	27%	25%	28%	28%	22%	28%	27%	27%
	Neutral	60%	64%	57%	57%	61%	56%	66%	57%
Cork	I don't like buying wine with this closure	28%	22%	28%	36%	21%	24%	23%	31%
	Neutral	60%	64%	57%	57%	61%	56%	66%	57%
Cork	I like buying wine with this closure	60%	64%	57%	57%	61%	56%	66%	57%
	Neutral	28%	22%	28%	36%	21%	24%	23%	31%

- Report with the latest information regarding the German 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 Brazilian imported wine drinkers
 - Gender groups
 - Age groups
- Tracking data vs. 2014

Our team is always available in case you need guidance on how to use our data tables

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Excerpts from the introduction

Brazil Landscapes Report 2017



‘Brazil, South America’s most populous nation and biggest economy, has been going through a complicated period with a fall in gross domestic product (GDP), a high unemployment rate, and political uncertainty - all while the country hosted major sports events such as the FIFA World Cup 2014 or the Summer Olympics 2016. The wine industry seemed not to have suffered as much of a negative impact as probably one would have expected a couple of years ago.’

‘A more telling long-term stat is the growth in the wine drinking population: compared to 2010, there are now 8 million more wine drinkers, totalling almost 30 million wine drinkers (in a group of selected cities and regions relevant for the category) of which 80% consume imported wine at least twice a year.’

‘Domestically produced wines continue to dominate the Brazilian market, with only 25% of wines being imported. Domestic wines are still perceived as not as good as imported wines, although the recent success of Brazilian sparkling wine brands might gradually change this perception over the coming years. Sparkling wines produced domestically are well-known in Brazil, and are on par with French brands in terms of awareness levels. Brazilian brands like Salton and Aurora have performed exceptionally well in the last two years. On the imported wines side, Chile, Portugal, Spain and Uruguay are the most successful, with the two first being recognized as the most active in the market regarding promotional activities.’

‘Despite stagnant growth in terms of consumption, higher spend in the off-trade, as well as signs of a more stable political situation, suggest that it would be prudent to keep a watchful eye on the slow, but steady development of the Brazilian wine landscape.’



- The data for this survey was collected in Brazil in October 2014, and October 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 707 Brazilian imported wine drinkers (October 2014)
 - 717 Brazilian imported wine drinkers (October 2016)
- 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

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: • GBP 2,500 • USD 3,500 • AUD 4,750 • EUR 3,100 • 5 Report Credits

Format: 73 page PowerPoint (PDF) and Excel data table

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

Contact us directly: reports-shop@wineintelligence.com

If you have any questions, please contact your local Wine Intelligence office:

AVIGNON

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

CAPE TOWN

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON

Eleanor Hickey, Business Manager | T +44 020 7378 1277 | Email: eleanor@wineintelligence.com

SYDNEY

Liz Lee, Australia Country Manager | T +61 (0) 416 638 272 | Email: liz@wineintelligence.com

TRIESTE

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com