
ONLINE RETAIL AND COMMUNICATION IN THE BRAZILIAN MARKET

March **2018**



Online Retail & Communication in the Brazilian Market 2018

Report overview



2
report
credits

Report price:

GBP 1,000
USD 1,400
AUD 1,800
EUR 1,200

The Online Retail & Communication in the Brazilian Market 2018 report includes:

A 36-page PowerPoint report with the latest information regarding the Brazilian wine market, supported by:

- Wine Intelligence Vinitrac®
- Wine Intelligence market experience
- Secondary sources



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Management Summary

Key takeaways



- 1 There are around 8 million online shoppers in Brazil and of those, around 1.7 million buy wine online on a monthly basis. Wine sales online increased 40% from 2016 to 2017
- 2 The Brazilian online shopper is typically younger, more adventurous, more typically male, a higher earner and drinks wine more frequently than other wine drinkers in Brazil
- 3 After China and the UK, Brazil has the highest proportion of wine consumers who purchase wine online
- 4 About 3/4 of online shoppers purchase four bottles or fewer during a single transaction
- 5 Price and value rank as the primary motivators to purchase wine online
- 6 wine.com.br and Evino are the dominant specialised online wine retailers whilst the franchise Vinho & Ponto is the most popular retailer amongst monthly online purchasers
- 7 The most trusted online information sources are wine apps, online shopping websites and wine producer/brand's websites



- The data for this survey was collected in Brazil in October 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
- 1000 Brazilian regular wine drinkers (October 2017)
- 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 regular 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

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Format: 36-page PowerPoint (PDF)

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

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