

vinitrac®

Still

The global omnibus survey that monitors and tracks the attitudes, behaviour and the consumer relationship with still wine around the world

# Vinitrac® Global Wine Consumer Surveys 2018

Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Denmark ▪ Finland ▪ France ▪ Germany ▪ Hong Kong ▪ India ▪ Italy ▪ Ireland ▪ Japan ▪ Mexico ▪ New Zealand ▪ Norway ▪ Paraguay ▪ Peru ▪ Poland ▪ Portugal ▪ Russia ▪ Singapore ▪ South Korea ▪ Spain ▪ Sweden ▪ Switzerland ▪ The Netherlands ▪ United Kingdom ▪ United States

Other markets available on request: contact us for details

Discounts available for multimarket projects

*Tracking data available going back 7 years for selected markets*

## Learn more about your consumers – and competitors

Submit confidential bespoke questions on a range of topics to get to know your consumers, rejecters and competitors in one, or many more, key wine markets.



### Brand health

Affinity, awareness, consideration, purchase and recommendation



### Advertising and name testing

Test your advertising campaigns and brand names prior to launch



### Purchase cues

What factors motivate your consumers to buy wine



### Region and country health

How is your local wine region performing?



### Demographics

Discover who is buying your brand and how they view it



### Packaging and closure attitudes

Understand attitudes to closures and test label and packaging designs before they go to market

Take a test survey

## Sample Vinitrac® output

### Global SOLA wine opportunity index 2018 ranking

Source: Wine Intelligence, Vinitrac® October 2017 and January 2018 (n=12,001), regular wine drinkers

Global SOLA wine opportunity index 2018 ranking

- 1st - Organic wine
- 2nd - Sustainably-produced wine
- 3rd - Fairtrade wine
- 4th - Environmentally-friendly wine
- 5th - Preservative-free wine
- 6th - Sulphite-free wine
- 7th - Wine from a carbon-neutral winery
- 8th - Lower-alcohol wine
- 9th - Biodynamic wine
- 10th - Orange / skin contact wine
- 11th - Vegan wine
- 12th - Non-alcoholic wine

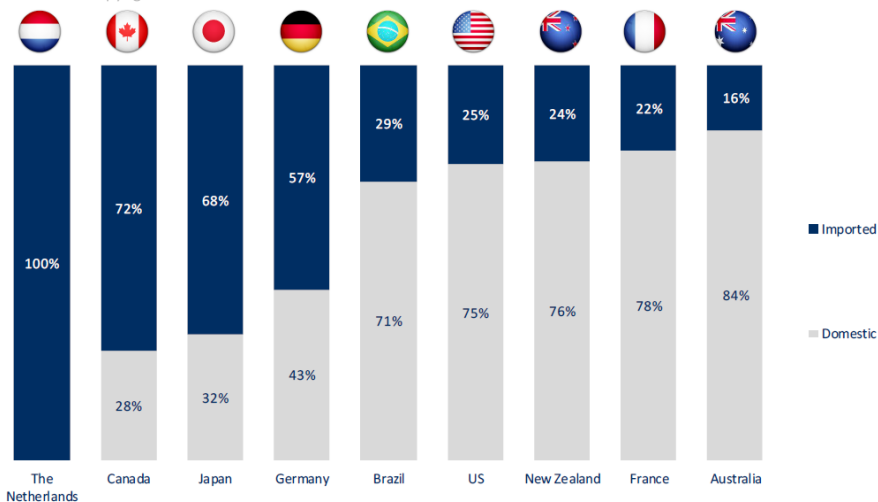
### Opportunity index scores for organic wine by market

| Rank | Market      | Opportunity index score |
|------|-------------|-------------------------|
| 1st  | Finland     | 70.0                    |
| 2nd  | Sweden      | 68.2                    |
| 3rd  | Germany     | 51.9                    |
| 4th  | US          | 48.4                    |
| 5th  | Ireland     | 47.7                    |
| 6th  | Japan       | 46.6                    |
| 7th  | Canada      | 44.9                    |
| 8th  | UK          | 42.4                    |
| 9th  | New Zealand | 38.9                    |
| 10th | Australia   | 37.8                    |
| 11th | Portugal    | 33.1                    |

### Netherlands Landscapes

#### Shares of imported and domestic still light wine consumption by market in 2016

Source: IWSR 2016 ©Copyright 2017 – The IWSR



## Technical specification

- Vinitrac® samples are quota-based to be fully representative of the wine drinking population in each country. Representative sample quotas are established using regular calibration studies in each market:

| Market          | Sample  | Size  | Methodology   |
|-----------------|---|-------|---------------|
| Argentina       | Regular wine drinkers                                       | 1,000 | Online survey |
| Australia       | Regular wine drinkers                                       | 1,000 | Online survey |
| Belgium         | Regular wine drinkers                                       | 1,000 | Online survey |
| Brazil          | Regular wine drinkers                                       | 1,000 | Online survey |
| Canada          | Regular wine drinkers                                       | 1,000 | Online survey |
| Chile           | Regular wine drinkers in urban areas                        | 700   | Online survey |
| China           | Urban upper-middle class semi-annual imported wine drinkers | 1,000 | Online survey |
| Colombia        | Semi-annual wine drinkers in selected areas                 | 700   | Online survey |
| Denmark         | Regular wine drinkers                                       | 1,000 | Online survey |
| Finland         | Regular wine drinkers                                       | 1,000 | Online survey |
| France          | Wine drinkers   | 1,000 | Online survey |
| Germany         | Regular wine drinkers                                       | 1,000 | Online survey |
| Hong Kong       | Semi-annual wine drinkers                                   | 600   | Online survey |
| India           | Semi-annual wine drinkers                                   | 1,000 | Online Survey |
| Italy           | Regular wine drinkers                                       | 1,000 | Online survey |
| Ireland         | Regular wine drinkers                                       | 1,000 | Online survey |
| Japan           | Regular wine drinkers                                       | 1,000 | Online survey |
| Mexico          | Semi-annual imported wine drinkers                          | 700   | Online survey |
| New Zealand     | Regular wine drinkers                                       | 1,000 | Online survey |
| Norway          | Regular wine drinkers                                       | 1,000 | Online survey |
| Paraguay        | Regular wine drinkers                                       | 700   | Online survey |
| Peru            | Semi-annual wine drinkers                                   | 700   | Online survey |
| Poland          | Semi-annual wine drinkers                                   | 1,000 | Online survey |
| Portugal        | Regular wine drinkers                                       | 1,000 | Online survey |
| Russia          | Semi-annual imported wine drinkers in selected areas        | 700   | Online survey |
| Singapore       | Semi-annual wine drinkers                                   | 600   | Online survey |
| South Korea     | Semi-annual imported wine drinkers                          | 1,000 | Online survey |
| Spain           | Regular wine drinkers                                       | 1,000 | Online survey |
| Sweden          | Regular wine drinkers                                       | 1,000 | Online survey |
| Switzerland     | Regular wine drinkers                                       | 500   | Online survey |
| The Netherlands | Regular wine drinkers                                       | 1,000 | Online survey |
| United Kingdom  | Regular wine drinkers                                       | 1,000 | Online survey |
| United States   | Regular wine drinkers                                       | 2,000 | Online survey |

## Contact Wine Intelligence

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For question requests and project, please contact:

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