
GLOBAL WINE BRAND POWER INDEX 2019

THE MOST POWERFUL 15 WINE BRANDS IN 20 KEY WINE MARKETS

March 2019 Report





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Global Wine Brand Power Index 2019

Report Overview



The Global Wine Brand Power Index 2019 report includes:

- Report with the latest information regarding 20 of the key wine markets globally, supported by:
 - Wine Intelligence Vinitrac®
 - Wine Intelligence market experience
 - Secondary sources
 - Trade interviews
- Tracking data 2017-2019

Report price:

GBP 1,500
USD 2,000
AUD 2,800
EUR 1,700

3
report
credits

Global Wine Brand Power Index 2019

The most powerful 15 wine brands in 20 key wine markets



What makes a wine brand ‘powerful’ from a consumer perspective? Building on the latest thinking in branding theory, we developed the first Global Wine Brand Power Index in 2018. The index was calculated based on the feedback on six key brand health measures from 16,000 wine consumers across 15 key global wine markets. We calculated a power rank at both a country level and a global level, with the individual market scores weighted to be reflective of each market’s size (by number of consumers).

The 2019 report brings an expanded scope and, we believe, an even better picture of brand power in the wine category. We have advanced the index by adding an additional five markets, with the global index now representative of 390 million regular wine drinkers. Additionally, the Global Wine Brand Power Index 2019 is also tracked against the 2018 Global Wine Brand Power Index to measure how top brand performance compares with 2018. While the expansion of country scope has no impact on results at an individual country level, the weighted global wine brand power score is now based on a broader scope of countries than before, which we believe improves the quality of this measure.

So which wine brands are the most powerful globally in 2019 and what has, or has not, changed since the first Global Wine Brand Power Index in 2018?

For the second year in a row, consumers have ranked Yellow Tail as the most powerful wine brand globally, followed by Casillero del Diablo in the #2 global position. As such, Australian and Chilean brands continue to over-achieve in terms of wine brand power in relation to the size of wine production in these countries. US brands continues to have a strong presence in the Global Wine Brand Power Index, accounting for six of the top 15 most powerful wine brands in 2019 across 20 key wine markets, primarily driven by their strength in their home market.

In terms of what has changed, there is a consistent and overall drop in the calculated index score itself. This has been driven by one key shift: the ongoing decline in wine brand awareness amongst wine drinkers. This shift is, in part, driven by a process called *cognitive off-loading*, in which we rely increasingly on instant, online resources to retrieve information when we require it. This leads to us no longer need to store and remember as much information in our memories as a ‘mega-encyclopaedia’ is now available at our fingertips via our smartphones. As a result, the requirement for us to commit less necessary or important facts and pieces of information to our memory diminishes. This is reflected in the world of wine, where consumers are aware of fewer wine brands than they were 10 years ago – despite a rising involvement level with the category.

Emily Carroll, Senior Project Executive

Global Wine Brand Power Index 2019

Some key takeaways: The most powerful wine brands in the world in 2019



1

Across all markets, there have been drops in the overall index scores, driven by one key shift: **declining wine brand awareness**

2

The Global Wine Brand Power Index 2019 **has revealed some shifts in ranking positions of the top 15 most powerful brands of 2018. 14 of the 15 most powerful brands of 2018 remain** in the top 15 most powerful brands in 2019

3

Yellow Tail remains the **#1 most powerful wine brand in the world in 2019**

4

For the second year in a row, **Casillero del Diablo** is the **#2 most powerful wine brand in the world**

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