

JAPAN LANDSCAPES

MARCH 2019 Report



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Canada Landscapes 2019 report

Report Overview



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5
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credits

Report price:

GBP 2,500
USD 3,300
AUD 4,700
EUR 2,900

The Japan Landscapes 2019 report includes:

- Report with the latest information regarding the Japanese wine market, supported by:
 - Wine Intelligence Vinitrac® Japan
 - Wine Intelligence market experience
 - Secondary sources
 - Trade interviews
- User-friendly data table with all the measures from Vinitrac® Japan showing significances, cross tabbed with:
 - All Japanese regular wine drinkers in 2019
 - Gender groups
 - Age groups
 - Income and regions
 - Wine involvement
- Tracking data 2014-2017-2018-2019

Research methodology

Vinitrac®



- The data for this report was collected in April 2014, March 2017, March 2018 and January 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
 - 1,011 Japanese regular wine drinkers in April 2014
 - 1,000 Japanese regular wine drinkers in March 2017
 - 1,000 Japanese regular wine drinkers in March 2018
 - 1,008 Japanese regular wine drinkers in January 2019
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade 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 Japanese regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

		Japan			
		Apr-14	Mar-17	Mar-18	Jan-19
Gender	sample size	1,011	1,000	1,000	1,008
	Male	50%	47%	47%	47%
	Female	50%	53%	53%	53%
	Total	100%	100%	100%	100%
Age	LDA-24	4%	8%	8%	8%
	25-34	14%	14%	14%	14%
	35-44	15%	13%	13%	13%
	45-54	19%	16%	16%	16%
	55 and over	48%	49%	49%	49%
	Total	100%	100%	100%	100%

Source: Wine Intelligence, Vinitrac® Japan, Apr'14 (n=1,011), Mar'17 (n=1,000), Mar'18 (n=1,000) and Jan'19 (n=1,008) Japanese regular wine drinkers



Research methodology

Qualitative trade research



Trade interview methodology

- Five trade interviews were conducted with experienced industry professionals in the Japanese wine trade in March 2019
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The interviewees were members of the wine trade working as:
 - 1x Wine Retail Specialist, Buyer & Educator
 - 2x Wine Importer
 - 1x Sommelier
 - 1x Wine Producer



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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