



WINE INTELLIGENCE

BRAZIL LANDSCAPES

April 2019



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Brazil Landscapes 2019 report

Report Overview



Report price:

GBP 2,500

USD 3,300

AUD 4,700

EUR 2,900

5
report
credits

The Brazil Landscapes 2019 report includes:

Report with the latest information regarding the Brazilian wine market, supported by:

- Wine Intelligence Vinitrac® Brazil
- Wine Intelligence market experience
- Secondary sources
- Trade interviews

User-friendly **data table** with all the measures from Vinitrac® Brazil showing significances, cross tabbed with:

- All Brazilian regular wine drinkers in 2019
- Gender groups
- Age groups
- Income groups
- States of Brazil
- Wine involvement categories
- Premium wine drinkers

Tracking data 2018-2019



Brazil Landscapes 2019

Introduction

Political instability and economic uncertainty have certainly put Brazil in the headlines more than ever, with Brazil having its 3rd president in less than three years in addition to an economy with unclear signs of recovery. This has certainly affected the Brazilian wine category, but despite all the noise, our Brazil Landscapes 2019 report demonstrates strong signs of resilience and recovery within the wine sector. Also included in this report is a profile of Brazilian premium wine drinkers, online shoppers and sparkling wine drinkers.

In 2016, still wine consumption dropped 14% according to the IWSR. Nevertheless, according to data published by Ideal Consultoria (specialists in auditing import and market research data for wine and beer), imported wine consumption has noticeably grown, now representing 1/3rd of the total wine market. Additionally, Brazil is the 26th most attractive wine market in the world, and the 'fastest riser' (rising 12 places from 38th to 26th place) since 2017 in the Wine Intelligence global market attractiveness Compass Report.

The regular wine drinking population in Brazil is now comprised of 32 million adults who drink wine once a month, with 70% of them drinking wine at least once every week. It is important to note that due to the market adapting to tough economic conditions, consumers are paying more for the same quality wine, seen by the average spend per bottle significantly increasing for many off- and on-trade occasions. On a positive note, there is a rising involvement within the category demonstrated by significant growth in the proportion of those who feel competent about wine, take their time to purchase wine and consider wine to be important to their lifestyles.

Consumer engagement, specifically with younger generations, will be key to guaranteeing further growth. Not only do younger consumers account for 20% of the adult population and 16% of the regular wine drinking population, but they also show the lowest degree of involvement within the wine category. At the same time, however, younger drinkers are more likely to consume wine more often in the on-trade as well as fall into the premium wine drinking category. Efforts to engage new consumers with wine have been made, seen by the popularity of the domestic sparkling category, which is investing in ways of drawing in new consumers and younger generations.

This, along with the fact that Brazil is the 8th largest economy worldwide and is the 17th largest wine market in terms of still wine volume, indicates that there is plenty of room for growth, presenting promising opportunities for those involved, or seeking to enter, the Brazilian wine market.



Rodrigo Lanari
Brazil Country Manager



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- The data for this report was collected in Brazil in January + July 2018 and January 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
 - 1,880 Brazilian regular wine drinkers (January + July, 2018)
 - 1,402 Brazilian regular wine drinkers (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 Brazilian regular wine drinkers in terms of gender, age and states
- The distribution of the sample is shown in the table

		Brazil		
			Jan'18+Jul'18	Jan'19
		<i>sample size</i>	<i>1,880</i>	<i>1,402</i>
Gender	Male		53%	53%
	Female		47%	47%
	Total		100%	100%
Age	18-24		16%	16%
	25-34		30%	30%
	35-44		24%	24%
	45-54		19%	19%
	55+		11%	11%
	Total		100%	100%
Brazil States	North		5%	5%
	Bahia		8%	8%
	North East (outside Bahia)		20%	20%
	Minas Gerais + Espírito Santo		10%	10%
	Rio de Janeiro		10%	10%
	São Paulo		26%	26%
	South		15%	15%
	Midwest		6%	6%
	Total		100%	100%

Source: Wine Intelligence, Vinitrac® Brazil, January + July 2018 (n=1,880) and January 2019 (n=1,402) Brazilian regular wine drinkers



Trade interview methodology

- Six trade interviews were conducted with experienced industry professionals in the Brazilian wine trade in April 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 Commercial Advisor
 - 1x E-commerce Wine Retailer
 - 1x Sommelier
 - 2x Wine Importer
 - 1x Wine Specialist and Writer

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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