



WINE INTELLIGENCE

COLOMBIA LANDSCAPES

MAY 2019

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Colombia Landscapes 2019 report

Report Overview



Report price:

GBP 2,500

USD 3,300

AUD 4,700

EUR 2,900

5
report
credits

The Colombia Landscapes 2019 report includes:

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

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

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

- All Colombian bi-annual wine drinkers in 2019
- Gender groups
- Age groups
- Income and cities
- Wine involvement
- Tracking data 2016-2018-2019

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- The data for this report was collected in March 2016, March 2018 and March 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
 - 700 bi-annual wine drinkers in March 2016
 - 700 bi-annual wine drinkers in March 2018
 - 700 bi-annual wine drinkers in March 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 Colombian bi-annual wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

| | | Colombia | | | |
|--------|--------------|--------------------|-------------|-------------|-----|
| | | Mar-16 | Mar-19 | Mar-19 | |
| | | <i>sample size</i> | 700 | 700 | 700 |
| Gender | Male | 55% | 53% | 54% | |
| | Female | 45% | 47% | 46% | |
| | Total | 100% | 100% | 100% | |
| Age | 18-24 | 21% | 21% | 20% | |
| | 25-34 | 21% | 24% | 24% | |
| | 35-44 | 20% | 19% | 21% | |
| | 45-54 | 23% | 18% | 17% | |
| | 55-64 | 15% | 18% | 18% | |
| | Total | 100% | 100% | 100% | |
| Region | Bogotá | 64% | 70% | 68% | |
| | Barranquilla | 11% | 7% | 8% | |
| | Cartagena | 6% | 5% | 7% | |
| | Medellín | 20% | 18% | 17% | |
| | Total | 100% | 100% | 100% | |

Source: Wine Intelligence, Vinitrac® Colombia, Mar’16 (n=700), Mar’18 (n=700) and Mar’19 (n=700) Colombian bi-annual wine drinkers



Trade interview methodology

- Three trade interviews were conducted with experienced industry professionals in the Colombian wine trade in May 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:
 - 2x Sommelier
 - 1x Wine Importer

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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