



WINE INTELLIGENCE

# PERU LANDSCAPES

MAY 2019



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The Peruvian wine market can often be overshadowed by other established, wine-producing South American countries such as Chile or Argentina. Nevertheless, after a turbulent succession of natural disasters and political insecurities, Peru regained its economic footing again in the early 2000s, increasing the stability of the local economy and leading to a resurgence of Peruvian's interest in wine. Despite Pisco being the national spirit, Peru's wine market is emerging and is currently in the top 50 most attractive wine markets in the world according to the Wine Intelligence Global Compass classification.

Wine drinkers themselves show high consumption incidence, with 82% of Peruvian bi-annual imported wine drinkers being monthly drinkers and half of those consumers drinking wine on a weekly basis. Red wine very much dominates the category in Peru, with a majority of consumers claiming to have consumed the beverage over the past year. This should come as no surprise as Peru has a particularly favourable climate to produce popular red varieties including Cabernet Sauvignon and Malbec – two favourites of Peruvian bi-annual imported wine drinkers.

In terms of wine-purchasing choice cues, consumers very much prioritise long-standing tradition and heritage. This trend aligns with the fact that the top three most powerful wine brands in Peru, Sanitago Quierolo, Taberneo and Tacama, derive from domestic producers, who all have long tradition and heritage. Nevertheless, Chilean and Argentinian wines also fare well in the market due to close proximity and lower cost, with five Chilean brands and four Argentinian brands making it in the top 15 most powerful brands in Peru.

Trade experts voice concern over the recent taxation increases on wine, consequently causing consumers to search for lower-priced alternatives. However, others stress the importance of consumer education, which may bring promising opportunities to the category. This may be especially applicable to younger consumers, who have a broader alcoholic beverage repertoire, along with being more attuned to the idea of alternative packaging.



Juan Park  
Director – Spain & South America



### Report price:

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

5  
report  
credits

The Peru Landscapes 2019 report includes:

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

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

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

- All Peruvian bi-annual imported wine drinkers in 2019
- Gender groups
- Age groups
- Cities
- Income
- Wine involvement

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- The data for this report was collected in Peru in March 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
  - 700 regular wine drinkers (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 Peruvian bi-annual imported wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

Peru		Mar'19
<i>sample size:</i>		<b>700</b>
Gender	Male	46%
	Female	54%
	<b>Total</b>	<b>100%</b>
Age	18-24	19%
	25-34	30%
	35-44	18%
	45-54	16%
	55-60	17%
	<b>Total</b>	<b>100%</b>

Source: Wine Intelligence, Vinitrac® Peru, Mar'19 n=700 Peruvian bi-annual imported wine drinkers



### Trade interview methodology

Three trade interviews were conducted with experienced industry professionals in the Peruvian 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 Importer
- 1x Professional Beverage and Gastronomic Journalist
- 1x Sommelier

## How does Vinitrac<sup>®</sup> 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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