

# WINE INTELLIGENCE REPORTS SHOP



A one-stop resource providing comprehensive coverage of key wine consumption markets

## LANDSCAPE REPORTS

Detailed and comprehensive market and consumer insights for all key international wine markets. Our Landscape reports offer insights on consumer wine drinking habits, consumption and retail trends

## PORTRAITS REPORTS

Behavioural and attitudinal segmentation of wine drinkers based on their relationship with wine. Wine Intelligence Portraits reports allow you to understand the reasons for wine consumption and how buying decisions are made

## SPECIAL INTEREST REPORTS

Focused on industry hot topics such as:

- Market attractiveness
- Label design
- Routes to Market
- SOLA (sustainable, organic, lower-alcohol, alternative) wines
- Rosé wine

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*“We have invested in Wine Intelligence Landscape reports to give us cutting edge insights into our key export markets. The reports are comprehensive, understandable, and deliver exactly the sort of market overview our brand teams need”*

KWV  
South Africa

*“We see great value in Wine Intelligence reports. The Landscape reports give us excellent insights into the current market trends in our key export markets such as Japan, Korea and Australia. The reports are comprehensive, credible, and deliver actionable insights, which we can work on with our internal and external partners”*

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