

WINE INTELLIGENCE

Sweden SOLA: Opportunities in sustainable, organic & lower alcohol wine

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Sweden SOLA: Opportunities in sustainable, organic & lower alcohol wines

Report Overview



Report price:

- GBP 1,500
- USD 2,000
- AUD 2,800
- EUR 1,700

3 report credits

Purchase intent of types of wine

Sweden SOLA wine opportunity index
The decrease in opportunity index scores is primarily driven by decreasing future purchase consideration, followed by purchase and affinity levels

Type of wine	Awareness	Sight to purchase	Future purchase consideration	Affinity
Sola Organic wine	75%	75%	75%	75%

Sweden SOLA wine opportunity index
Calculating the Sweden SOLA wine opportunity index

- Using three measures of 'opportunity' – awareness, purchase intent and affinity – we created an index to show which alternative wine types had the best opportunity in Sweden
- Feedback from over 1,000 consumers collected via Vintrac® was analysed to calculate the index for alternative wine opportunity across Sweden
- The index has been weighted to reflect the size of the wine drinking population in Sweden, enabling the SOLA wine index to be more reflective of the market opportunity

Awareness
% who are aware of the types of wine

Purchase intent
% who have specifically sought to buy this type of wine in the past 6 months
% who would consider buying the type of wine in the future

Affinity
% who think the type of wine is right for people like them

SOLA opportunity index

*All prices exclusive of VAT, GST, of relevant local sale taxes at the current rate

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