

WINE INTELLIGENCE US LANDSCAPES 2020 REPORTS

THREE REPORTS PUBLISHED JANUARY 2020



US LANDSCAPES 2020

An in-depth look at regular wine drinkers in all 50 states including:

- Tracking from 2015
- Beverage, varietal, country + region health
- Wine purchase behavior
- Wine brand health
- Category switching (including hard seltzer and cannabis)

Data table available



US STATE-LEVEL LANDSCAPES: NEW YORK

A close look at regular wine drinkers in New York or California.

Each report includes:

- Tracking from 2015
- Beverage, varietal, country + region health
- Wine purchase behavior
- Wine brand health

Data table available (covers both states)



US STATE-LEVEL LANDSCAPES: CALIFORNIA

**BUY TOGETHER
AND SAVE**

ALL US LANDSCAPES REPORTS + DATA TABLES 10 CREDITS

(13 credit value reduced to 10)

4,600 USD | 6,700 AUD
3,500 GBP | 4,100 EUR

PRICING:

US LANDSCAPES 2020 + DATA TABLE:

6 credits | 4,000 USD | 3,000 GBP | 5,700 AUD | 3,500 EUR
without data table:

5 credits | 3,300 USD | 2,500 GBP | 4,800 AUD | 2,900 EUR

EACH STATE-LEVEL LANDSCAPES + DATA TABLE:

4 credits | 2,600 USD | 2,000 GBP | 3,800 AUD | 2,400 EUR
without data table:

3 credits | 2,000 USD | 1,500 GBP | 2,900 AUD | 1,800 EUR



| | Jul-18 | Oct-18 | Oct-19 |
|-------|--------|--------|--------|
| 4,000 | 6,000 | 7,000 | 6,000 |
| 9% | 8% | 8% | 8% |
| 24% | 20% | 21% | 22% |
| 18% | 23% | 23% | 24% |
| 19% | 18% | 18% | 18% |
| 14% | 18% | 17% | 18% |
| 16% | 22% | 22% | 23% |
| 32% | 29% | 30% | 30% |
| 37% | 31% | 31% | 30% |
| 50% | 40% | 40% | 39% |
| 17% | 15% | 15% | 15% |
| 19% | 14% | 15% | 15% |
| 14% | 19% | 18% | 19% |
| 13% | 14% | 14% | 14% |
| 18% | 17% | 17% | 18% |
| 16% | 22% | 21% | 20% |



| | 79% | 87% | 85% | 84% | 80% | 8 |
|-----|-----|-----|-----|-----|-----|---|
| 61% | 65% | 68% | 65% | 66% | 66% | 6 |
| 48% | 45% | 48% | 48% | 51% | 51% | 4 |
| 41% | 43% | 41% | 39% | 44% | 44% | 4 |
| 37% | 36% | 38% | 38% | 37% | 37% | 4 |
| 31% | 30% | 33% | 31% | 31% | 31% | 4 |
| 30% | 28% | 28% | 29% | 31% | 31% | 4 |
| 28% | 27% | 27% | 27% | 30% | 30% | 4 |
| 26% | 24% | 27% | 24% | 29% | 29% | 4 |
| 24% | 25% | 24% | 24% | 28% | 28% | 4 |
| 17% | 15% | 18% | 18% | 19% | 19% | 4 |



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|-----|-----|-----|-----|-----|-----|---|
| 61% | 65% | 68% | 65% | 66% | 66% | 6 |
| 48% | 45% | 48% | 48% | 51% | 51% | 4 |
| 41% | 43% | 41% | 39% | 44% | 44% | 4 |
| 37% | 36% | 38% | 38% | 37% | 37% | 4 |
| 31% | 30% | 33% | 31% | 31% | 31% | 4 |
| 30% | 28% | 28% | 29% | 31% | 31% | 4 |
| 28% | 27% | 27% | 27% | 30% | 30% | 4 |
| 26% | 24% | 27% | 24% | 29% | 29% | 4 |
| 24% | 25% | 24% | 24% | 28% | 28% | 4 |
| 17% | 15% | 18% | 18% | 19% | 19% | 4 |