

# WINE INTELLIGENCE REPORTS SHOP

wine  
intelligence

THE LEADING SOURCE OF SYNDICATED WINE CATEGORY INSIGHTS

## Four types of reports:

### Landscapes reports: The wine industry standard

Detailed and comprehensive market and consumer insights on wine drinking habits, consumption and retail trends. Full data tables can be included

#### Landscape reports include:

- Management summary
- Wine market overview
- Beverage repertoire (alcoholic beverages, country & region of origin, varietal)
- Wine buying behaviour (channel & retailer usage, choice cues)
- Wine consumption in the off-premise & on-premise (frequency & spend by occasion)
- Wine involvement & attitude
- Brand health (awareness, conversion, purchase, consideration, affinity & recommendation)
- Wine knowledge & confidence
- Wine drinker profiling

**Cost:**  
**6 credits**

5 without  
data table

**100+**  
reports in library

**30+**  
wine markets  
covered

#### Landscapes markets include:

Argentina	Finland	Netherlands	Spain
Australia	France	New Zealand	Sweden
Belgium	Germany	Norway	Switzerland
Brazil	Hong Kong	Peru	UK
Canada	India	Poland	US
Chile	Ireland	Russia	
China	Japan	Singapore	
Denmark	Mexico	South Korea	

### Portraits reports: Wine consumer segmentation

Behavioural and attitudinal segmentation of wine drinkers based on their relationship with the wine category. Full data tables are also included

#### Portraits provides a detailed understanding of consumers, including:

- Who they are
- Why they drink wine
- What they drink
- Where & how they buy wine
- How you can target them

**Cost:**  
**5 credits**

#### Portraits markets include:

Australia  
Canada  
China  
UK  
US

### Sparkling reports

These reports allow you to understand consumption levels, purchase motivations and brand health of sparkling wine consumption. Full data tables are also included

#### Sparkling reports include:

- Management summary
- Sparkling wine market context
- Sparkling wine consumer trends & profiling
- Sparkling wine purchase & consumption channels
- Sparkling wine drinker profile
- Sparkling wine brand health

**Cost:**  
**4 credits**

#### Sparkling markets include:

Australia  
Canada  
China  
UK  
US

### Special interest reports

#### Recent special interest reports include:

- Global Wine Industry Outlook: Confidence Opportunities & Threats to 2025
- Global Compass: Wine Market Attractiveness 2019
- Global SOLA: Sustainable, Organic and Lower Alcohol Wines 2019
- Global Wine Brand Power Index 2019
- Global Trends in Wine 2019

**Cost:**  
**1-5 credits**

## Three ways to purchase reports :

All our reports are priced on a credit system, where each report is valued between 1 - 5 credits, with three ways to purchase

### OPTION 1:

**Buy direct** online at [www.wineintelligence.com/view-reports](http://www.wineintelligence.com/view-reports)

or buy via bank transfer by emailing [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com) for details

Credits	GBP	AUD	USD	EUR
1	500	1,000	700	600
2	1,000	1,900	1,300	1,200
3	1,500	2,900	2,000	1,800
4	2,000	3,800	2,600	2,400
5	2,500	4,800	3,300	2,900
6	3,000	5,700	4,000	3,500

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**Purchase 10 credit bundles** to save 40% on the price of buying reports individually

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Credits	GBP	AUD	USD	EUR
<b>10 credit bundle</b>	3,500	6,700	4,600	4,100

"We find the Wine Intelligence reports clear and insightful, and they are widely used by a range of people in our business. The deep expertise of the team in covering the wine industry all around the world is extremely valuable. As well as the country reports, the special reports and topic deep dives are great at clarifying many of the key issues in wine."

-Pernod Ricard,  
Australia

### OPTION 3:

Gain company-wide access to the world's leading source of syndicated wine category insights with an **All Access subscription**

All Access subscriptions include:



Access to existing Reports Shop library



Access to all new reports during your subscription period



Half day insights workshop



Discounts on Vinitrac® questions



Free tickets to all Wine Intelligence workshops  
(two free tickets per workshop then buy one get one free after)

#### Bespoke plans available

Choose which markets you would like to access. Prices vary accordingly

#### All Access 2020 pricing:

**£34,000**

for a 12 month subscription  
Save 54% on the price of buying reports individually

**£30,000 / year**

for a 3 year subscription  
Save 59% on the price of buying reports individually  
\*Billable on an annual basis

Prices and exchange rates may be subject to change. GBP prices standard as of January 2020 - other currencies subject to exchange rates at the time of sale or project agreement.

# REPORTS SHOP PUBLICATIONS

## CURRENT LIBRARY THROUGH 2020

	Publication date	Credit value**
<b>AUSTRALIA &amp; NEW ZEALAND</b>		
Sparkling Wine in the Australian Market 2020.....	Q4-20	4 credits
Australia Landscapes 2020.....	Q3-20	6 credits
Australia Landscapes 2019.....	Aug-19	5 credits
Australia SOLA: Opportunities in Sustainable, Organic & Lower Alcohol Wine 2019.....	Jul-19	3 credits
Sparkling Wine in the Australian Market 2019.....	Apr-19	3 credits
Australia Portraits 2019.....	Mar-19	5 credits
Rosé and Pink Moscato in the Australian Market 2018.....	Jul-18	2 credits
Wine Packaging Formats and Closures in the Australian Market 2018.....	Apr-18	1 credit
New Zealand Landscapes 2018.....	Feb-18	5 credits
Cellar Door, Online & Wine Club Purchasing in Australia 2017.....	Sep-17	2 credits
Flavour & Varietal Preference in the New Zealand Market 2017.....	Apr-17	2 credits
Flavour & Varietal Preference in the Australian Market 2017.....	Mar-17	2 credits
Australia Label Design 2017.....	Jan-17	2 credits
<b>CHINA &amp; EAST ASIA</b>		
China Landscapes 2020.....	Q3-20	5 credits
Japan Landscapes 2020.....	Q2-20	6 credits
South Korea Landscapes 2020.....	Q1-20	6 credits
China Portraits 2019.....	Aug-19	5 credits
China Landscapes 2019.....	Jun-19	5 credits
Hong Kong Landscapes 2019.....	May-19	5 credits
Japan Landscapes 2019.....	Mar-19	5 credits
Wine Label Design in China 2018.....	Sep-18	3 credits
Flavour & Varietal Preference in the South Korean Market 2018.....	Mar-18	2 credits
Sparkling Wine in the Chinese Market 2018.....	Feb-18	3 credits
Flavour & Varietal Preference in the Japanese Market 2017.....	Oct-17	2 credits
South Korea Landscapes 2017.....	Oct-17	5 credits
Singapore Landscapes 2017.....	Sep-17	5 credits
Sparkling Wine in the Japanese Market 2017.....	May-17	3 credits
Online Retail and Communication in the Chinese Market 2016.....	Jul-16	3 credits
<b>CONTINENTAL EUROPE</b>		
Belgium Landscapes 2020 .....	Q4-20	6 credits
Germany Landscapes 2020 .....	Q3-20	6 credits
Poland Landscapes 2020 .....	Q2-20	6 credits
Italy Landscapes 2020.....	Q2-20	6 credits
Netherlands Landscapes 2020 .....	Q2-20	6 credits
Portugal Landscapes 2020 .....	Q1-20	6 credits
Ireland Landscapes 2020 .....	Q1-20	6 credits
France Landscapes 2019 (FRENCH).....	Sep-19	5 credits
Wine Shopper Report- Germany 2019.....	Aug-19	2 credits
Spain Landscapes 2019 (SPANISH).....	Jul-19	5 credits
Sparkling Wine in the French Market 2019 (FRENCH).....	Jun-19	3 credits
Germany Landscapes 2019.....	Apr-19	5 credits
Ireland Landscapes 2019.....	Feb-19	5 credits
Portugal Landscapes 2019.....	Feb-19	5 credits
Switzerland Landscapes 2018.....	Nov-18	5 credits
Poland Landscapes 2018.....	Oct-18	5 credits
Belgium Landscapes 2018.....	Jun-18	5 credits
Netherlands Landscapes 2018.....	May-18	5 credits
Germany Label Design 2018 (GERMAN & ENGLISH).....	Mar-18	2 credits
Sparkling Wine in the Italian Market 2018.....	Jan-18	3 credits

	Publication date	Credit value**
<b>MULTIMARKET</b>		
Global Rosé 2020.....	Q4-20	5 credits
Global Compass 2020.....	Q3-20	3 credits
Global SOLA 2020.....	Q3-20	6 credits
Global Brand Power Index 2020.....	Q1-20	5 credits
Global Trends in Wine 2020.....	Q1-20	4 credits
Global Wine Industry Outlook 2019: Confidence, Opportunities and Threats to 2025.....	Aug-19	1 credit
Global Compass 2019.....	Aug-19	2 credits
Global SOLA: Opportunities in Sustainable, Organic & Lower Alcohol Wine 2019.....	May-19	5 credits
Global Wine Brand Power Index 2019.....	Mar-19	3 credits
Wine Consumption and Gender: Do Women and Men Approach Wine Differently?.....	Sep-18	3 credits
Global Consumer Trends 2018.....	Jan-18	2 credits
<b>NORDICS</b>		
Sweden Landscapes 2020.....	Q2-20	6 credits
Sweden SOLA: Opportunities in Sustainable, Organic & Lower Alcohol Wine 2019.....	Jul-19	3 credits
Denmark Landscapes 2019.....	Feb-19	5 credits
Sparkling Wine in the Swedish Market 2018.....	Jul-18	3 credits
Sweden Landscapes 2018.....	Jun-18	5 credits
Finland Landscapes 2018.....	Feb-18	5 credits
<b>NORTH AMERICA</b>		
US Portraits 2020.....	Q4-20	5 credits
Wine Packaging & Formats in the US Market 2020.....	Q4-20	3 credits
Sparkling Wine in the US Market 2020.....	Q3-20	4 credits
Sparkling Wine in the Canadian Market 2020.....	Q3-20	3 credits
Mexico Landscapes 2020.....	Q2-20	6 credits
Canada Province-Level Landscapes 2020.....	Q1-20	4 credits
Canada Landscapes 2020.....	Q1-20	6 credits
US Landscapes 2020.....	Q1-20	6 credits
US State-Level Landscapes 2020: New York.....	Q1-20	3 credits
US State-Level Landscapes 2020: California.....	Q1-20	3 credits
Sparkling Wine in the US Market 2019.....	Oct-19	3 credits
Premium Wine Drinkers in the US Market 2019.....	Oct-19	3 credits
Sparkling Wine in the Canadian Market 2019.....	Jul-19	3 credits
US SOLA: Opportunities in Sustainable, Organic & Lower Alcohol Wine 2019.....	Jul-19	3 credits
Canada SOLA: Opportunities in Sustainable, Organic & Lower Alcohol Wine 2019.....	Jul-19	3 credits
US Portraits 2018.....	Nov-18	5 credits
Sparkling Wine in the US Market 2018.....	Nov-18	3 credits
Canada Portraits 2018.....	Sep-18	5 credits
Rosé & Blush Wine Drinkers in the US Market 2018.....	Feb-18	2 credits
US State-level Compass 2017-18.....	Dec-17	2 credits
US Routes to Market 2017.....	Oct-17	5 credits
Flavor & Varietal Preference in the US Market 2017.....	Jun-17	2 credits
US Direct-to-Consumer 2017.....	Feb-17	2 credits
US Label Design 2017.....	Jan-17	2 credits
US Specialist and Independent Retail 2016.....	Oct-16	2 credits
Mexico Generations 2016.....	Sep-16	4 credits
Mexico Landscapes 2016.....	Aug-16	5 credits

\*\*credit pricing guidelines

## RUSSIA

Russia Landscapes 2018..... Nov-18 5 credits

## SOUTH AMERICA

Brazil Landscapes 2020..... Q2-20 6 credits

Colombia Landscapes 2020..... Q2-20 6 credits

Colombia Landscapes 2019..... May-19 5 credits

Peru Landscapes 2019..... May-19 5 credits

Brazil Landscapes 2019..... Apr-19 5 credits

Brazil Routes to Market 2018..... Mar-18 5 credits

Online Retail & Communications in the Brazilian Market 2018 (PORTUGUESE & ENGLISH)..... Mar-18 2 credits

Chile Landscapes 2017..... Oct-17 5 credits

Argentina Landscapes 2017..... Nov-17 5 credits

## SOUTH ASIA

India Landscapes 2018..... Sep-18 5 credits

## UK

UK Landscapes 2020..... Q4-20 6 credits

Sparkling Wine in the UK Market 2020..... Q3-20 4 credits

UK Landscapes 2019..... Nov-19 5 credits

Sparkling Wine in the UK Market 2019..... Aug-19 3 credits

UK SOLA: Opportunities in Sustainable, Organic & Lower Alcohol Wine 2019..... Jul-19 3 credits

Sparkling Wine in the UK Market 2018..... Sep-18 3 credits

UK Portraits 2018..... Aug-18 5 credits

On-trade Trends in the UK Market 2018..... Apr-18 2 credits

Wine Packaging Formats and Closures in the UK Market 2018..... Apr-18 2 credits

UK Label Design 2018..... Jan-18 2 credits

UK Independent Wine Retail 2016..... Sep-16 2 credits

Online Retail & Communication in the UK Market 2016..... Feb-16 3 credits

## \*\*REPORTS SHOP PRICING GUIDELINES

### Credits

	GBP £	AUD \$	USD \$	EUR €
1	500	1000	700	600
2	1,000	1,900	1,300	1,200
3	1,500	2,900	2,000	1,800
4	2,000	3,800	2,600	2,400
5	2,500	4,800	3,300	2,900
6	3,000	5,700	4,000	3,500
10 credit bundle	3,500	6,700	4,600	4,100

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\*This is a provisional schedule of reports and dates of publication for the 2020 calendar year. It should not be construed as having any contractual validity. Wine Intelligence reserves the right to change the schedule at any time without prior notice or compensation, and to cancel, replace, and/or change the scope, content or pricing, of individual reports as it sees fit.

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