



WINE INTELLIGENCE

# PORTUGAL WINE LANDSCAPES

MARCH 2020



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# RESEARCH METHODOLOGY

Vinitrac®



- The data for this report was collected in Portugal in November 2017, November 2018 and October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- 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 Portuguese regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table:

		<b>Nov-17</b>	<b>Nov-18</b>	<b>Oct-19</b>
		<b>n= 1,000</b>	<b>1,001</b>	<b>1,405</b>
<b>Gender</b>	Male	55%	55%	56%
	Female	45%	45%	44%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Age</b>	18-24	2%	2%	2%
	25-34	11%	11%	13%
	35-44	18%	18%	19%
	45-54	19%	19%	20%
	55-64	21%	21%	19%
	65 and over	29%	29%	27%
	<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Wine Intelligence, Vinitrac® Portugal, November 2017 (n = 1,000), November 2018 (n = 1,001) and October 2019 (n = 1,405), Portuguese regular wine drinkers

## Qualitative



### Trade interview methodology

- Trade Interviews were conducted with six experienced industry professionals in the Portuguese wine trade in 2020
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The six interviewees were members of the wine trade working in different roles:
  - *1 x Wine Producer*
  - *1 x Wine Region Association*
  - *2 x Wine Distributor*
  - *1 x Wine Wholesaler*
  - *1 x Wine Producer and Distributor*

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