



WINE INTELLIGENCE

GLOBAL COMPASS 2020

AUGUST 2020

DELIVERABLES

Report + data tool included



Report length: 66 pages

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AUD 1,900
EUR 1,200

2 report credits



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INTRO TO WINE INTELLIGENCE GLOBAL COMPASS 2020

Getting the best out of this report

- ✓ Compass is designed as a **reference guidebook** to help wine businesses compare the opportunities offered by different wine consumption markets. The data tool shows key metrics for each market, and these are combined to show a ranking of **50 key wine markets**, calculated using a composite weighted attractiveness combining overall economic factors and wine market factors
- ✓ This year's edition factors in a **new variable to reflect the effects of Coronavirus** on each market
- ✓ The market attractiveness ranking, along with the global market classification, shows a snapshot of the worldwide wine market at this particular moment. Wine markets are constantly changing, especially in light of the Coronavirus pandemic, and the scores should be considered as **relative measures** for comparing markets rather than absolute measures of investment attractiveness
- ✓ Wine Intelligence's evaluation method is based on a **hypothetically neutral investor with no legacy assets**. In reality, it is likely that a business would already have some assets and relationships, and therefore will internally need to adjust attractiveness to reflect their existing strategic position. For instance, attractiveness of individual markets will increase with regional proximity, existing presence and established routes to the market. Therefore, this attractiveness model can be optimised by tailoring the specific dynamics of an individual business, region or country to enable the assessment of their greatest opportunities
- ✓ This business-level assessment can be performed using the data from this report **combined with your own internal metrics of attractiveness / market hierarchy**. If required, Wine Intelligence can help in this process. Over the past five years we have completed a number of successful benchmarking exercises with clients to adapt the model to their specific market strengths and opportunities
- ✓ If you would like to know more about the report's underpinnings or adapt the model for your specific circumstances, please contact Luis Osorio at Wine Intelligence on luis@wineintelligence.com

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