



WINE INTELLIGENCE

# AUSTRALIA WINE CONSUMER OBSERVATORY 2021

# INFORM YOUR AUSTRALIA WINE MARKET STRATEGY



- The Australia Wine Consumer Observatory 2021 is the one-stop shop from global industry experts Wine Intelligence for businesses selling wine in Australia
- The insights provided in the Observatory will support business to:
  - Understand trends in wine consumer behavior
  - Align wine brand strategy with consumer needs
  - Plan marketing communications investments
  - Inform product listing and focus priorities
  - Guide innovation and NPD – including in sustainable, organic, lower alcohol and alternative wines
  - Target and position wine brands with wine drinkers segments 'Australia Portraits'
  - Evaluate routes to market and sales channels
  - Monitor wine brand, country & region of origin and varietal trends
  - Evaluate wine packaging trends
  - Evaluate label designs against consumer preferences
  - Inform targeting and positioning of sparkling wine

**All information in the Australia Observatory will be updated to our online portal to provide quick and easy access**

"The dedicated team at Wine Intelligence keep delivering time after time. It is their strategic advice and methodical research capabilities that have helped lead us in the clear direction we have today. The global research undertaken by Wine Intelligence for Casella Wines has led to building strong consumer insights for our [yellow tail] brand so we have focus on developing a global strategy to deliver continuous growth and profit."

**Casella Family Brands**

"Wine Intelligence provides us with insights for our key markets around the globe. An invaluable resource – the reports are thorough, easy to digest and the team are willing and able to provide time and context to help us turn the data collected into strategic plans. We can then continue to build our understanding of how our brands are not only perceived but evolving in multiple markets."

**Australian Vintage Ltd**

# AUSTRALIA OBSERVATORY – 2021 DELIVERABLES



	Report and data deliverables	Webinar presentations
January	<p><b>Australia Wine Landscapes:</b> Comprehensive market overview with full tracking data tables in Excel (2020 edition)</p> <p><b>Australia Wine Packaging Formats</b> (2020 edition)</p> <p><b>Australia Wine Consumer Trends in the Covid-19 Era</b> (2020 edition)</p> <p><b>Australia Wine Label Designs</b> (2020 edition)</p> <p><b>Australia Portraits:</b> Wine consumer segmentation with full profiling data tables in Excel (2019 edition)</p>	<b>Wine Consumer Trends in the Australian Market</b>
February	<p><b>Australia SOLA:</b> Opportunities in sustainable, organic and alternative wines (2021 edition)</p> <p><b>Australia Low- and No-alcohol Wine Opportunities</b> (2021 edition)</p>	
March	<b>Australia E-commerce, online and DnC for Wine</b> (2021 edition)	<b>SOLA</b> (sustainable, organic, lower / no alcohol and alternative) <b>Wine Opportunities in the Australian Market</b>
April	<b>Wine Brand Power in the Australian Wine Market</b> (2021 edition)	
May		<b>Wine Branding &amp; Labelling in the Australian Market</b>
June		
July		
August		
September	<b>Sparkling Wine in the Australian Market</b> (2021 edition)	
October	<b>Australia Wine Landscapes:</b> Comprehensive market overview with full tracking data tables in Excel (2021 edition)	
November	<b>Australian Portraits</b> (2021 edition)	
December		<b>Australian Portraits – wine drinker segments</b>

Webinars will be recorded and available online to view

# AUSTRALIA MARKET EXPERIENCE

**Wine Intelligence has been conducting research in the Australian market since 2007**

- Through our Vinitrac® online Australia survey platform we have gathered the views of more than 55,000 wine drinkers
- We have conducted consumer interviews, expert trade interviews and focus groups across Australia
- We regularly present insights about the Australian wine market including at:
  - Wine Australia webinars and conferences
  - Margaret River Wine conference
  - Wine Communicators of Australia events
  - Australian Society of Viticulture and Oenology (ASVO)
  - Australian Wine Industry Technical Conferences
  - Win Making Tasmania conference

"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**

"The Wine Intelligence label classification has proved a very helpful way of thinking about our brand portfolio and where each label sits within it – allowing us to identify areas of opportunity for innovation and providing justification for label refreshes to stay competitive."

**Constellation Brands**

**Our clients include:**



# PRICING



- Company-wide subscription to the **AUSTRALIA WINE CONSUMER OBSERVATORY 2021**
  - **AUD 17,400 + GST**
  - **AUD 11,400 + GST Academic and smaller business rate**  
(fewer than 20 employees)
- Quarterly invoicing available if required
  - January 2021, April 2021, July 2021, October 2021

"We have invested in Wine Intelligence's Landscape reports to give us cutting edge insights into our key export markets. The reports are comprehensive, understandable, and deliver exactly the sort of market overview our brand teams need."

**KWV**

"If your goal is to succeed in the global wine market then there is no better source of structured insight than Wine Intelligence. From in depth consumer segmentation across major markets, to regular global tracking of key behaviour and attitudinal metrics, Wine Intelligence provide the foundations necessary for any wine company to adopt a strategic approach to brand building"

**Taylors**

"Wine Australia has worked with Wine Intelligence for a number of years to monitor and track consumer attitudes and perceptions towards Australian wine in key markets around the world. The insights provided have assisted in highlighting opportunities for Australian wine as well as identifying areas of concern."

**Wine Australia**

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## Contact Wine Intelligence

### LONDON – HEAD OFFICE

E [info@wineintelligence.com](mailto:info@wineintelligence.com)

T +44 (0)20 8194 0090

[www.wineintelligence.com](http://www.wineintelligence.com)

Wine Intelligence global offices:

Australia ▪ Brasil ▪ Deutschland ▪ España ▪  
France ▪ Italia ▪ Portugal ▪ South Africa ▪ UK ▪ US