



WINE INTELLIGENCE

SWEDEN WINE CONSUMER OBSERVATORY 2021

INFORM YOUR SWEDEN WINE MARKET STRATEGY



- The Sweden Wine Consumer Observatory 2021 is the one-stop shop from global industry experts Wine Intelligence for businesses selling wine in Sweden
- 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
 - Monitor wine brand, country & region of origin and varietal trends
 - Evaluate wine packaging trends

"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

All information in the Sweden Observatory will be uploaded to our online portal to provide quick and easy access

SWEDEN OBSERVATORY – 2021 DELIVERABLES



	Report and data deliverables	Webinar presentations
January	Sweden Wine Landscapes: Comprehensive market overview with full tracking data tables in Excel (2020 edition) Sweden Wine Packaging Formats (2020 edition)	
February	Sweden Wine Consumer Trends in the Covid-19 Era (2020 edition) Sweden SOLA: Opportunities in sustainable, organic and alternative wines (2021 edition)	Wine Consumer Trends in the Swedish Market
March		
April	Wine Brand Power in the Swedish Wine Market (2021 edition)	SOLA (sustainable, organic and alternative) Wine Opportunities in the Swedish Market
May		
June	Sweden Wine Landscapes: Comprehensive market overview with full tracking data tables in Excel (2021 edition)	
July		Wine Branding in the Swedish Market
August		
September		
October		
November		
December	Sweden Wine Market Consumer Trend Update	Wine Consumer Trends in the Swedish Market

Webinars will be recorded and available online to view

SWEDEN MARKET EXPERIENCE

Wine Intelligence has been conducting research in the Swedish market since 2012

- Through our Vinitrac® online Sweden survey platform we have gathered the views of almost 17,000 wine drinkers
- We have conducted consumer interviews, expert trade interviews and focus groups in Sweden

"Today Wine Intelligence is a strategic partner and our first stop for questions as they have produced both a variety of off-the-shelf reports and can also support us with bespoke and personalised projects."

VSPT Wine Group

"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

Our clients include:



PRICING



- Company-wide subscription to the **SWEDEN WINE CONSUMER OBSERVATORY 2021**
 - **Euro 5,800**
 - **Euro 4,500 Academic and smaller business** (fewer than 20 employees) **rate**
- Split invoicing available if required – please contact us to request this

"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, South Africa

"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, Australia

"Wine Intelligence have provided meaningful and actionable qualitative insights for several of my brands over the past year. The team are very professional and always willing to be as flexible as possible to meet tight deadlines, whilst still delivering great results. I find their depth of knowledge about the UK wine consumer particularly helpful in discussing both the approach and the results of our research."

Concha y Toro

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