



WINE INTELLIGENCE

# CANADA WINE CONSUMER OBSERVATORY 2021

# INFORM YOUR CANADA WINE MARKET STRATEGY



- The Canada Wine Consumer Observatory 2021 is the one-stop shop from global industry experts Wine Intelligence for businesses selling wine in Canada
- 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
  - Evaluate routes to market and sales channels
  - Target and position wine brands with wine drinkers segments 'Canada Portraits'
  - Monitor wine brand, country & region of origin and varietal trends
  - Evaluate wine packaging trends
  - Inform targeting and positioning of sparkling wine

"With a very short timeline and a mission of providing 'investigative-type research', the Wine Intelligence team was capable of delivering the report on-time and with information that we had not anticipated. Mission accomplished and a job well done."

**Andrew Peller Ltd.**

"Access to Wine Intelligence's omnibus survey has given us valuable insight into the quantitative results of our efforts to both understand consumer awareness levels and evaluate whether our activities are having an impact."

**VQA Ontario**

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

# CANADA OBSERVATORY – 2021 DELIVERABLES



	Report and data deliverables	Webinar presentations
January	<p><b>Canada Wine Landscapes:</b> Comprehensive market overview with full tracking data tables in Excel (2020 edition)</p> <p><b>Canada Wine Packaging Formats</b> (2020 edition)</p> <p><b>Canada Wine Consumer Trends in the Covid-19 Era</b> (2020 edition)</p> <p><b>Sparkling Wine in the Canadian Market</b> (2020 edition)</p>	
February	<p><b>Canada Wine Landscapes:</b> Comprehensive market overview with full tracking data tables in Excel (2021 edition)</p> <p><b>Canada SOLA:</b> Opportunities in sustainable, organic and alternative wines (2021 edition)</p> <p><b>Canada Low- and No-alcohol Wine Opportunities</b> (2021 edition)</p>	<b>Wine Consumer Trends in the Canadian Market</b>
March	<b>Canada E-commerce, Online and DtC for Wine</b> (2021 edition)	<b>SOLA</b> (sustainable, organic, lower / no alcohol and alternative) <b>Wine Opportunities in the Canadian Market</b>
April	<b>Wine Brand Power in the Canadian Wine Market</b> (2021 edition)	
May		<b>Wine Branding in the Canadian Market</b>
June		
July	<b>Sparkling Wine in the Canadian Market</b> (2021 edition)	
August		<b>Sparkling Wine in the Canadian Market</b>
September		
October	<b>Canada Portraits:</b> Wine consumer segmentation with full profiling data tables in Excel (2021 edition)	
November		<b>Canada Portraits Deep Dive - Wine Drinker Segments</b>
December	<b>Canada Wine Market Consumer Trend Update</b>	

Webinars will be recorded and available online to view

# CANADA MARKET EXPERIENCE



## Wine Intelligence has been conducting research in the Canada market since 2013

- Through our Vinitrac® online Canada survey platform we have gathered the views of more than 40,000 wine drinkers
- We have conducted consumer interviews, expert trade interviews and focus groups across Canada
- We regularly present insights about the Canadian wine market including at:
  - Ontario Craft Wineries conference webinars
  - Ontario Grape and Wine Insight Conference
  - Canadian Vintners Association AGM

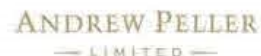
"We find the Wine Intelligence reports clear and insightful, and they are widely used by a range of people in our business. The deep expertise of the team in covering the wine industry all around the world is extremely valuable. As well as the country reports, the special reports and topic deep dives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

**Pernod Ricard**

"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**

## Our clients include:



# PRICING



- Company-wide subscription to the **CANADA WINE CONSUMER OBSERVATORY 2021**
  - **CAD 15,600**
  - **CAD 9,600 Academic and smaller business** (fewer than 20 employees) **rate**
- 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**

"With the help of Wine Intelligence, we now have a strong grasp on where the major opportunities are for South Africa in our export markets, what our challenges are, and how we address them. The work Wine Intelligence has done for us has been to the highest standards and they have been a pleasure to deal with throughout the process."

**SAWIS**

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## Contact Wine Intelligence

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