



WINE INTELLIGENCE

BRAZIL WINE CONSUMER OBSERVATORY 2021

INFORM YOUR BRAZIL WINE MARKET STRATEGY



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

"The event on Sustainability / Organic / Low Alcohol was very well organized and addressed current issues in a very objective manner. Great learning."

Anonymous Brazilian producer

"Conheço a atuação e leque de serviços da Wine Intelligence há tempos, inclusive o Vinitrac®. Recentemente fizemos a opção de adquirir o estudo e ficamos espantados com a profundidade e com os insights de mercado que nos permitiu extrair. Em nosso mercado de vinhos no Brasil carecemos de estatísticas, estudos e levantamentos confiáveis (e atualizados), o Vinitrac® surge como ferramenta importante para cobrir esta lacuna"

Evino.com.br

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

BRAZIL OBSERVATORY – 2021 DELIVERABLES



	Report and data deliverables	Webinar presentations
January		
February	<p>Brazil Wine Landscapes: Comprehensive market overview with full tracking data tables in Excel (2021 edition)</p> <p>Brazil Portraits: Wine consumer segmentation with full profiling data tables in Excel (2021 edition)</p>	
March		Global wine Consumer Trends including the Brazilian Market
April		
May	<p>Brazil SOLA: Opportunities in sustainable, organic and alternative wines (2021 edition)</p> <p>Brazil Low- and No-alcohol Wine Opportunities (2021 edition)</p>	
June	<p>Brazil E-commerce, Online and DtC for Wine (2021 edition)</p> <p>Wine Brand Power in the Brazilian Wine Market (2021 edition)</p>	SOLA (sustainable, organic, lower / no alcohol and alternative) Wine Opportunities in the Brazilian Market
July		E-commerce and Wine Branding in the Brazilian Market
August	Sparkling Wine in the Brazilian Market (2021 edition)	
September		Sparkling Wine in the Brazilian Market
October		
November		
December	Brazilian Wine Market Consumer Trend Update	Wine Consumer Trends in Brazil Update

Webinars will be recorded and available online to view

CANADA MARKET EXPERIENCE



Wine Intelligence has been conducting research in the Brazilian market since 2014

- Through our Vinitrac® online Brazil survey platform we have gathered the views of more than 20,000 wine drinkers
- We have conducted consumer interviews, expert trade interviews and focus groups across Brazil
- We regularly present insights about the Brazilian wine market including at:
 - Ibravin (now Uvibra) conferences
 - Wine Intelligence conferences in ABS, São Paulo
 - Presentations at Provino

"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:

Logos displayed include:

- TREASURY WINE ESTATES
- ESPORÃO
- Susana Balbo WINES
- Pernod Ricard *Créateurs de convivialité*
- CONCHA Y TORO
- uvibra
- FAMILIA TORRES *Desde 1870*
- Wines of Chile *from wine, love Chile*
- SOGRAPE VINHOS
- WINES of URUGUAY
- VINO VERDE
- AB InBev
- VINÍCOLA SALTON
- WINES OF ARGENTINA
- MONTES PRIDE IN WINEMAKING
- AVELEDA

PRICING



- Company-wide subscription to the **BRAZIL WINE CONSUMER OBSERVATORY 2021**
 - **USD 9,500**
- Invoicing options:
 - 100% February
 - 50% February / 50% October

"We engaged Wine Intelligence to advise on business strategy. Their devoted and creative professional team, with extensive knowledge of global wine markets and advisory skills, were key helping us finding the best opportunities and setting the right strategy going forward. I would strongly recommend their services"

Esporão

"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

"As informações geradas pela Wine Intelligence através da pesquisa Vinitrac foram e continuam sendo de grande utilidade durante o planejamento de 2018 para a World Wine. Temos certeza de que direcionando adequadamente os insights obtidos nas análises, poderemos obter vantagens competitivas frente à concorrência, e, conhecer cada vez melhor os nossos consumidores. Wine Intelligence e World Wine em parceria, desenvolvendo o mercado de vinhos no Brasil!"

World Wine

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