



WINE INTELLIGENCE

UK WINE CONSUMER OBSERVATORY 2021

INFORM YOUR UK WINE MARKET STRATEGY



- The UK Wine Consumer Observatory 2021 is the one-stop shop from global industry experts Wine Intelligence for businesses selling wine in the UK
- The insights provided in the Observatory will support business to:
 - Understand trends in wine consumer behaviour
 - 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 'UK Portraits'
 - Monitor wine brand, country & region of origin and varietal trends
 - Evaluate wine packaging trends
 - Inform targeting and positioning of sparkling wine

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

"Wine Intelligence have a first rate insight into the UK wine market and have completed a number of projects for Hatch Mansfield in a thorough, professional manner. Their market intelligence experience is second to none and we would have no hesitation in undertaking further insight projects with them."

Hatch Mansfield

"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
(UK office)**

UK OBSERVATORY – 2021 DELIVERABLES



| | Report and data deliverables | Webinar presentations |
|-----------|--|---|
| January | UK Wine Landscapes: Comprehensive market overview with full tracking data tables in Excel (2021 edition) UK Wine Packaging Formats (2020 edition) UK Wine Consumer Trends in the Covid-19 Era (2020 edition) Sparkling Wine in the UK Market (2020 edition) | |
| February | UK SOLA: Opportunities in sustainable, organic and alternative wines (2021 edition) UK Low- and No-alcohol Wine Opportunities (2021 edition) | |
| March | UK E-commerce, Online and DTC for Wine (2021 edition) | |
| April | Wine Brand Power in the UK Wine Market (2021 edition) | |
| May | | |
| June | | |
| July | Sparkling Wine in the UK Market (2021 edition) UK Portraits: Wine consumer segmentation with full profiling data tables in Excel (2021 edition) | |
| August | | |
| September | | |
| October | | |
| November | | |
| December | UK Wine Landscapes (2022 edition) | Wine Consumer Trends in the UK Market Update |

Webinars will be recorded and available online to view

UK MARKET EXPERIENCE



Wine Intelligence has been conducting research in the UK market since 2002

- Through our Vinitrac® online UK 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 the UK
- We regularly present insights about the UK wine market including at:
 - Institute of Masters of Wine Conferences / Webinars
 - WSET conferences / events
 - WSTA conferences
 - OIV presentations
 - London Wine Fair
 - International Cool Climate Symposium
 - Sparkling Wine Symposium

"To move forward with its strategy, WineGB needed to understand in some detail about the size and nature of the UK's wine industry. Given commercial sensitivities, we needed a research partner that could handle data securely and reliably, and whose reputation within the industry would reassure and encourage members to participate in the exercise. I'm delighted to say that Wine Intelligence fulfilled the remit admirably, and did so with professionalism and timeliness. We would not hesitate to work with them again"

WineGB

"Having worked with Wine Intelligence for many years we have been able to develop a great working relationship that allows us to very quickly hone in on the key issues we want to explore and receive information and insightful data back from the research that we can act on with confidence and clarity"

Berry Bros. & Rudd

Our clients include:



PRICING



- Company-wide subscription to the **UK WINE CONSUMER OBSERVATORY 2021**
 - **GBP 9,000**
 - **GBP 5,500 Academic and smaller business rate** (fewer than 20 employees)
- Invoicing available 100% at sign date or 50% at sign date, 50% in October

"Wine Intelligence has been a valuable source of insights about our target markets in the UK and overseas and we have been using their reports for several years now. Their seminars and workshops are also very useful at bringing the data to life and helping our product development and brand marketing teams turn insights into actions".

Broadland Drinks

"The research which we commissioned Wine Intelligence to conduct amongst our students has given us a clear direction for our future strategy. The research was conducted by a person who took the time to understand our business, and this made the research extremely effective."

WSET

"Wine Intelligence have been a key part of shaping the new Tesco Wine Customer Segmentation. The team's energy and focus on the wine consumer has been invaluable and we have really enjoyed working with everyone at Wine Intelligence"

Tesco

"When we decided to embark on this challenging project we knew that there would have been only one agency to work with: Wine Intelligence. The project has been brilliantly managed, the report delivered on time with the schedule, and the team managed to provide us with valuable findings incredibly useful for our future projects. We couldn't be more proud of this project, so thank you to the team at Wine Intelligence for your fantastic work."

The Drinks Trust

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