



WINE INTELLIGENCE

CANADA WINE CONSUMER OBSERVATORY 2022

INFORM YOUR CANADA WINE MARKET STRATEGY



- The Canada Wine Consumer Observatory 2022 is a series of detailed consumer insight reports, with supporting data, published by industry experts Wine Intelligence and the IWSR for businesses selling wine in US markets
- The insights provided in the Observatory reports 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 drinker segments 'Portraits'
 - Monitor wine brand, country & region of origin and varietal trends
 - Evaluate wine packaging trends
 - Inform targeting and positioning for 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 reports and data in the Canada Observatory will be uploaded to our online portal to provide quick and easy access

CANADA OBSERVATORY – 2022 DELIVERABLES



	Reports and data deliverables
January	Global Sustainable and Organic Wine (SOLA) (2022 edition)
March	Global Low and No alcohol Wine (2022 edition) Global E-commerce in Wine (2022 edition)
May	Canada Wine Landscapes: Comprehensive market overview with full tracking data tables in Excel (2022 edition)
August	Global Compass Wine Market attractiveness (2022 edition)
September	Canada Sparkling Wine Landscapes Comprehensive sparkling wine market overview with full tracking data tables in Excel (2022 edition)

**New for 2022:
Enhanced
market data –
volume, value
and forecast
from IWSR
included**

Existing Library available
Canada Portraits 2021

Subscriber only
Global Wine Brand Power Index list (April)
Global Landscapes Executive summary (December)
2 annual webinars (live and on-demand)

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 32,000**
- Quarterly invoicing available if required
 - January 2022, April 2022, July 2022, October 2022

"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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