



WINE INTELLIGENCE

# US WINE CONSUMER OBSERVATORY

2022 

# INFORM YOUR US WINE MARKET STRATEGY



- The US 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 & sales channels, including for e-commerce
  - Target and position wine brands with wine drinker segments 'Portraits'
  - Target and position wine brands with Premium wine drinkers segments
  - Monitor wine brand, country & region of origin and varietal trends
  - Evaluate wine packaging trends
  - Evaluate label designs against consumer preferences
  - Inform targeting and positioning for sparkling wine

"Wine Intelligence is a specialist who provides credible, solid quantitative data in a category that's often challenging to find that very thing. Their insights help to make fact-based decisions, and their expert consultation ensures both proper research design as well as a clear understanding of the results."

**Kobrand**

"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 reports and data in the US Observatory will be uploaded to our online portal to provide quick and easy access**

# US OBSERVATORY – 2022 DELIVERABLES



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

US Portraits 2021

US Premium wine drinkers 2021

US Label design 2021

## Subscriber only

Global Wine Brand Power Index list (April)

Global Landscapes Executive summary (December)

2 annual webinars (live and on-demand)

# US MARKET EXPERIENCE



## Wine Intelligence has been conducting research in the US market for 18 years

- Through our Vinitrac® online US survey platform we have gathered the views of more than 125,000 wine drinkers
- We have conducted consumer interviews, expert trade interviews and focus groups across the US markets
- We regularly present insights about the US wine market including at:
  - Washington Winegrowers Convention, WA
  - Wine Market Council: Wine Data, CA
  - VinExpo New York, NY
  - US Sustainable Winegrowing Summit, CA
  - Direct to Consumer Wine Symposium, CA
  - Unified Wine & Grape Symposium, CA
  - Sonoma County Winegrowers' Dollars & Sense Conference, CA

"It was great working with Wine Intelligence and I was especially impressed with how multiple focus groups and cities were managed seamlessly and at a consistently high level. I also appreciated a timely turnaround on debriefing the team with actionable, thoughtful insights. I am looking forward to the next project!"

**Constellation Brands**

"Wine Intelligence were a joy to work with from start to finish. The process and communication went really smoothly and the presentation of the research results exceeded our expectations"

**California Sustainable Winegrowing Alliance**

## Our US clients include:



# PRICING



- Company-wide subscription to the **US WINE CONSUMER OBSERVATORY 2021**
  - **USD 30,000**
- Quarterly invoicing available if required
  - January 2022, April 2022, July 2022, October 2022

"The insights from the Wine Intelligence Global Consumer Trends workshop are very helpful – to get this type of big picture thinking is so useful for us and it's like you've given us a great guidebook on consumer behavior that we can really utilise."

**Jackson Family Wines**

"Wine Intelligence has been an exceptional partner in helping the Sonoma County Winegrowers better understand the U.S. wine consumer and sustainability. The team are easy to work with, responsive and able to leverage years of experience and insight to provide actionable feedback beyond the data."

**Sonoma County Winegrowers**

"We have used Wine Intelligence to help us build a better insights picture for our brands and inform key business decisions. The great thing about working with Wine Intelligence is that they do a great job on the research, but we can also have a good business discussion with them as well"

**Winebow**

"I have had the opportunity to work with Wine Intelligence on several projects over the years and truly value our partnership. Their approach, expertise and professionalism raises the standard for our industry"

**O'Neill Vintners & Distillers**

[View terms and conditions](#)

## Contact Wine Intelligence

### LONDON – HEAD OFFICE

E [info@wineintelligence.com](mailto:info@wineintelligence.com)

T +44 (0)20 8194 0090

[www.wineintelligence.com](http://www.wineintelligence.com)

Wine Intelligence global offices:

Australia ▪ Brasil ▪ Deutschland ▪ España ▪  
France ▪ Italia ▪ Portugal ▪ South Africa ▪ UK ▪ US