



Canada Portraits

Prepared
by Wine Intelligence

2018

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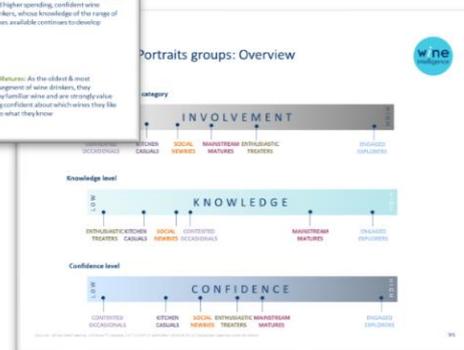
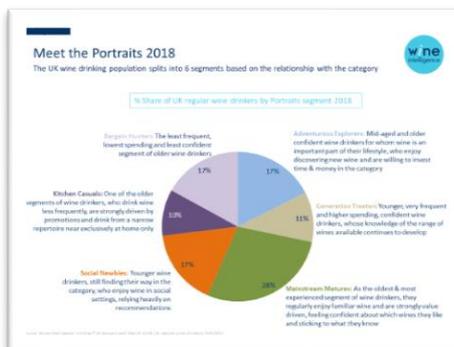


Report price:
GBP 2,500
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5

Price also includes
profiling data in Excel
(All Vinitrac® questions with cross-tabulations by the segments)

103-page
PowerPoint
report



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How Portraits works

What are Portraits?

- Portraits are a series of reports designed by Wine Intelligence to provide wine businesses with a reference segmentation model of wine drinkers which can be applied to individual brands, regions, countries of origin, style categories and retailers
- Portraits are detailed in a full PDF report and supporting Excel data table
- Canada Portraits 2018 is the third published edition of Canada Portraits. Portraits is also available for the UK, China, Australia and the US

How we make Portraits...

- Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments based on their answers to questions about their wine-drinking behaviour and their attitude towards wine. Once consumers have been identified as belonging to a specific segment, these segments are profiled based on a set of output variables, which in addition to the input variables above include demographic information and more detailed questions on wine-drinking behaviour
- Portraits are based an integrated research methodology utilising both quantitative and qualitative techniques
 - **Quantitative:** Analysis for Canada Portraits is based on a sample of 4,321 Canadian regular wine drinkers collected in July and October 2017, and March 2018 via Wine Intelligence's Vinitrac® online survey. Comparisons for some measures were made against the previous Canada Portraits 2015.
 - **Qualitative:** Focus groups were conducted in Toronto in March and July 2018 (see Appendix for details of the qualitative research methodology)

How can I use Portraits?

Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
 - **Who** they are
 - **Why** they drink wine
 - **What** they drink
 - **Where and how** they buy wine
 - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviours of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target.

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products.

Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

Canada Portraits: new segmentation for 2018

Canadian wine drinkers can be grouped into 6 distinct segments based on their relationship with wine

% Share of Canadian regular wine drinkers by Portraits segments

Kitchen Casuals: infrequent, mid-aged to older wine drinkers who show little interest in the wine category and tend to stick to the narrow range of wines that they know

New segment name

Engaged Explorers: younger and mid-aged, confident wine drinkers who enjoy discovering new wine. Wine is important to their lifestyles so they are willing to invest time and money in the category

New segment name

Enthusiastic Treaters: the youngest and most frequent wine drinking group, they have a strong interest in the category, yet lack some confidence in their own wine knowledge

New segment name

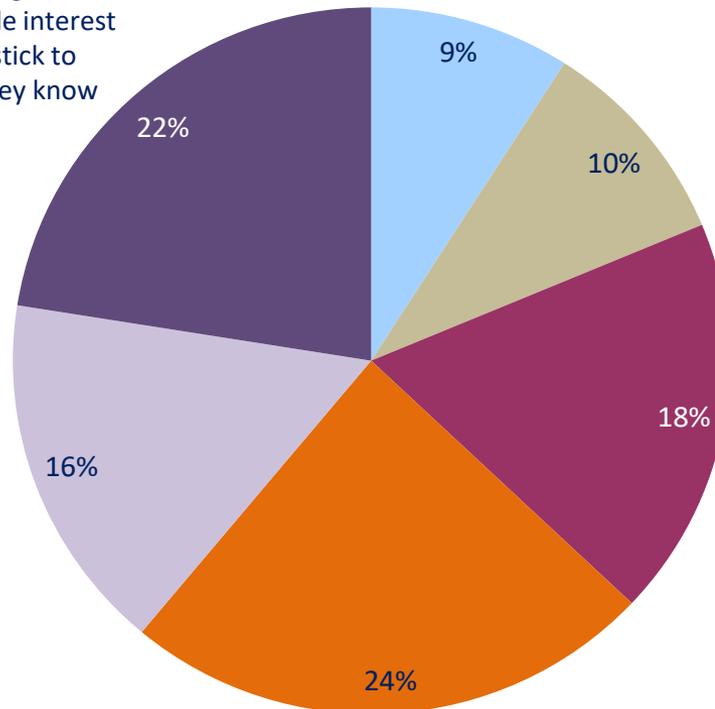
Contented Occasionals: the least frequent wine drinkers and an older segment, with fairly low wine knowledge and little interest in learning more. They are likely to stick to the brands and styles of wine they know and trust

New segment name

Mainstream Matures: the oldest segment, they are frequent wine drinkers who enjoy drinking wine at home in the evening, and who through their experience in the category, feel competent in their wine knowledge

New segment name

Social Newbies: younger wine drinkers, who drink wine fairly infrequently, but who enjoy wine in social settings out with friends, relying heavily on recommendations



Methodology: Canada Landscapes 2018

Vinitrac®



- The data for this survey was collected in Canada in October 2014, October 2016, and October 2017
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
 - 1,002 Canadian regular wine drinkers (October 2014)
 - 1,001 Canadian regular wine drinkers (October 2016)
 - 1,000 Canadian regular wine drinkers (October 2017)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Canadian regular wine drinkers in terms of age, gender and province
- The distribution of the sample is:

		Canada			
		2014	2016	2017	
		<i>sample size</i>	<i>1002</i>	<i>1001</i>	<i>1000</i>
Gender	Male	50%	52%	50%	
	Female	50%	48%	50%	
	Total	100%	100%	100%	
Age	LDA-24	9%	11%	9%	
	25-34	19%	17%	20%	
	35-44	16%	17%	22%	
	45-54	19%	18%	13%	
	55-64	18%	18%	18%	
	65 and over	19%	18%	18%	
	Total	100%	100%	100%	
Province	Quebec	26%	28%	25%	
	Ontario	40%	39%	39%	
	West	28%	28%	30%	
	Other Provinces	6%	5%	5%	
	Total	100%	100%	100%	

Source: Wine Intelligence, Vinitrac® Canada, Oct’14 (n=1,002), Oct’16 (n=1,001), and Oct’17 (n=1,000), Canadian regular wine drinkers

Qualitative Methodology: Focus groups

Focus group methodology

- Two focus groups with **Enthusiastic Treaters** and **Mainstream Matures** were conducted in July 2018 in Toronto
- Each focus group discussion lasted 1 hour 30mins, covering general wine drinking and buying behaviour and preferences, motivations and attitudes towards wine and purchase choice cues

REPORT PRICE: • GBP 2,500 • AUD 4,500 • USD 3,500 • EUR 3,000 • 5 Report Credits

Format: 103 - page PowerPoint (PDF) + supporting data table (Excel)

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