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Consumer Countries/Markets

Wine Intelligence Reports Shop - Online Retail and Communication in the Brazilian Market 2018

The latest Wine Intelligence report on the Brazilian wine market - Online Retail and Communication in the Brazilian Market 2018 - is a brand new report that provides an overview of online wine shopping habits in Brazil and how different organisations are using the internet to improve the reach to Brazilian wine consumers. Some key takeaways from the report are:

1. There are around 8 million online shoppers in Brazil and of those, around 1.7 million buy wine online on a monthly basis. Wine sales online increased 40% from 2016 to 2017.
2. The Brazilian online shopper is typically younger, more adventurous, typically male, a higher earner and drinks wine more frequently than other wine drinkers in Brazil.
3. The most trusted online sources for information about wine are wine apps, online shopping websites and wine producer/brand's websites.

Drawing on data collected from our October 2017 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviours), secondary sources and market experience, this 36-page report offers a detailed analysis of how the Brazilian digital market is performing and includes:

- Context of wine retail online.
- Case studies of online retailers.
- Frequency of online purchasing including regularity, spend, motivations, sources of wine information.

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Global Trends - Wine Industry Key Elements

Global Organic Vineyards
Alcohol industry pledges to provide nutritional and ingredient information in Europe

The European alcoholic beverage industry has pledged to provide nutritional information and ingredient lists for drinks, responding to an invitation from the European Commission last year to develop a self-regulatory proposal.

EU wine trade body publishes calorie labelling plan

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