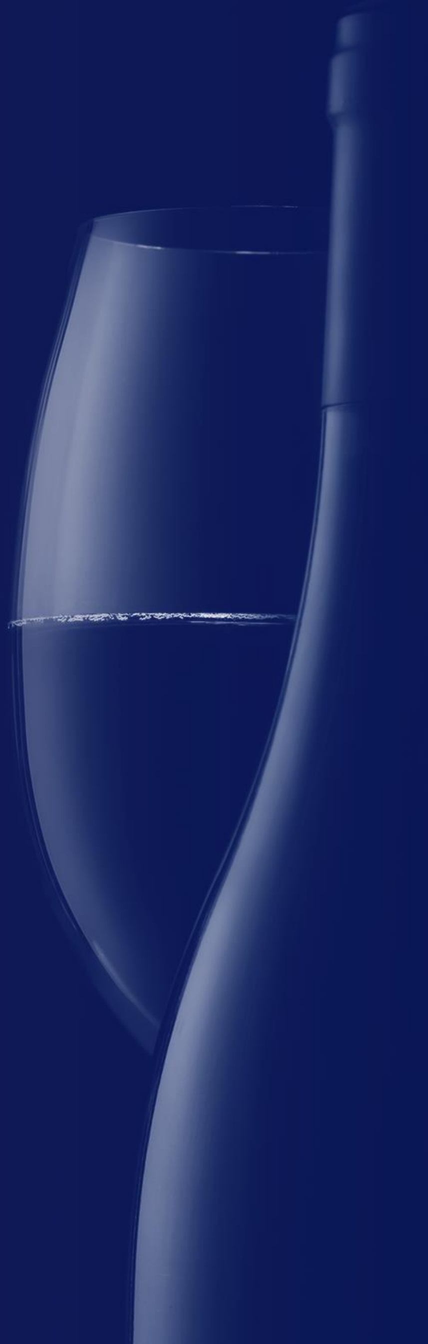
Wine Landscapes 2024

Portugal



© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Contents

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

IWSR Viewpoint

Portugal's regular wine drinkers have adopted their behaviour under the pressure of high inflation, but tourists have flocked to the country, providing a boost to Portuguese wine and the on-trade.

Opportunities

- Ongoing tourist boom with positive outlook.
- High consumption by tourists in the on-trade.
- Older RWDs have a high drinking frequency.
- Interest in wine tourism.

Threats

- High price sensitivity of RWDs felt in the off-trade.
- Falling engagement driven by aging RWD population.

Portugal has experienced a good year overall, and solid year-on-year growth. The local wine drinking population and tourist arrivals are at all-time highs, with wine volumes and drinking frequency recovering to near pre-pandemic levels.

Amid the cost-of-living crisis, the Portuguese wine market is undergoing a dual segmentation in the short-term. There is a drift from locals to wealthy expats and tourists, with the former suffering the pressures of inflation. This will slow in the medium-term: cost-pressures are expected to come down, golden visa rules are set to change and airports are nearing capacity.

The arrival of 18.3 million international tourists in 2023 has given a significant boost to the wine industry. Along with wealthy expats, their consumption is fuelling the growth of celebratory and seasonal categories such as sparkling (including Champagne), rosé and port. These wealthier groups are particularly important at a time when most locals are cutting back on visits to the on-trade. They are also crucial to the emerging wine tourism trend in terms of winery visits and purchases.

Conversely, Portuguese regular wine drinkers (RWDs) have been hit by increased cost-of-living pressures. With inflation affecting the cost of both essentials and wine, the majority of regular wine drinkers are prioritising essential goods and services ahead of wine, going out and travel. Still wine volumes are dominated by bottles at low price points.

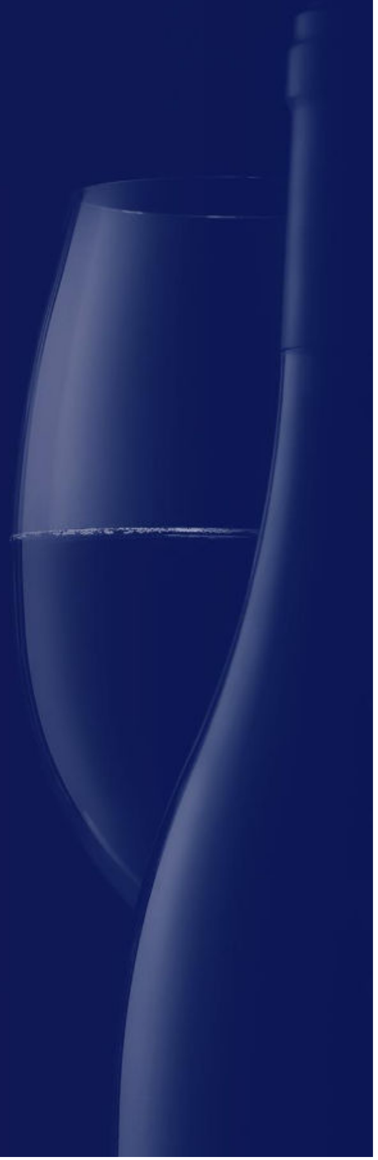
A stabilisation of the moderation trend is being largely driven by the increased share of Boomer regular wine drinkers, 64% of whom consume wine at least twice a week, vs 24% for Gen Z regular wine drinkers. However, Boomers are also driving falling engagement with wine, prioritising familiarity over the exploration of different varietals, brands or regions.

Sparkling wine has experienced good growth, which is forecast to continue, bolstered by tourists, expats and wealthier Portuguese locals, though supply chain issues have affected the availability of Champagne in the country.

Despite challenges, particularly for local regular wine drinkers, positive economic and tourism outlooks are good signs for the wine market as it enters 2024.

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Management Summary



Key takeaways

1. Increase in wine drinkers

2. Higher share of older, less-engaged RWDs

3. Cost-of-living pressures affect local RWDs

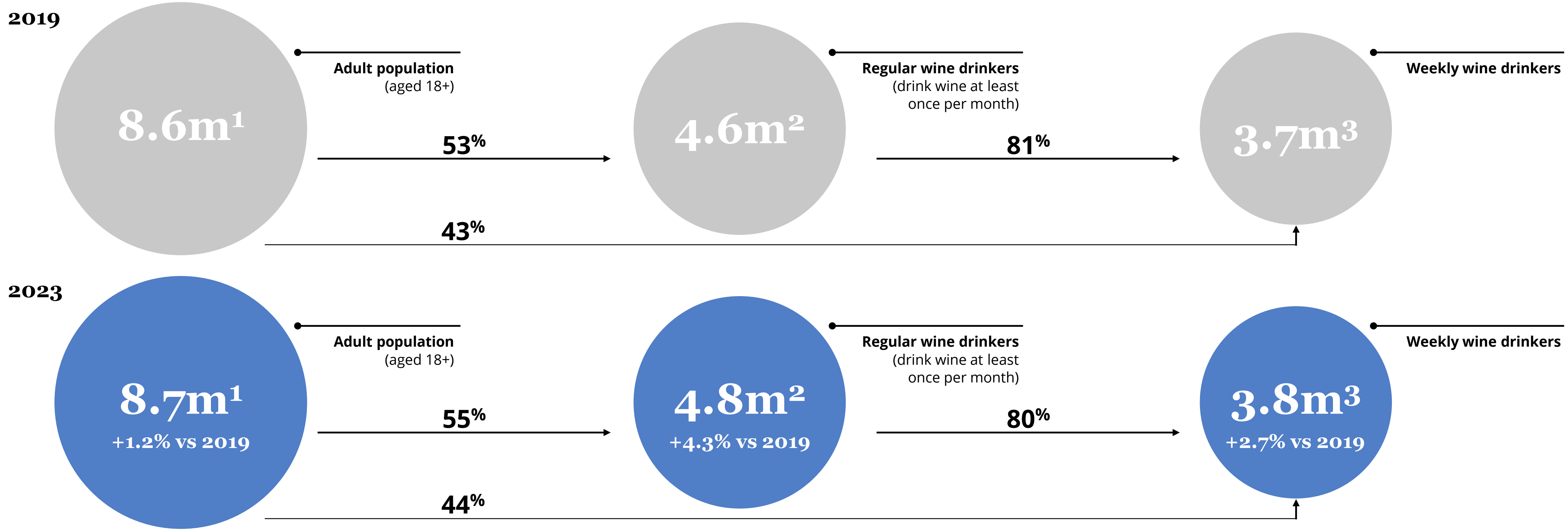
4. Tourist boom fuels sector's recovery

5. Red and white wine purchase by RWDs stable

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

1. Increase in wine drinkers

The growth of the regular wine drinker population in Portugal has slightly outpaced an overall population increase, with this growth skewed towards older wine drinkers



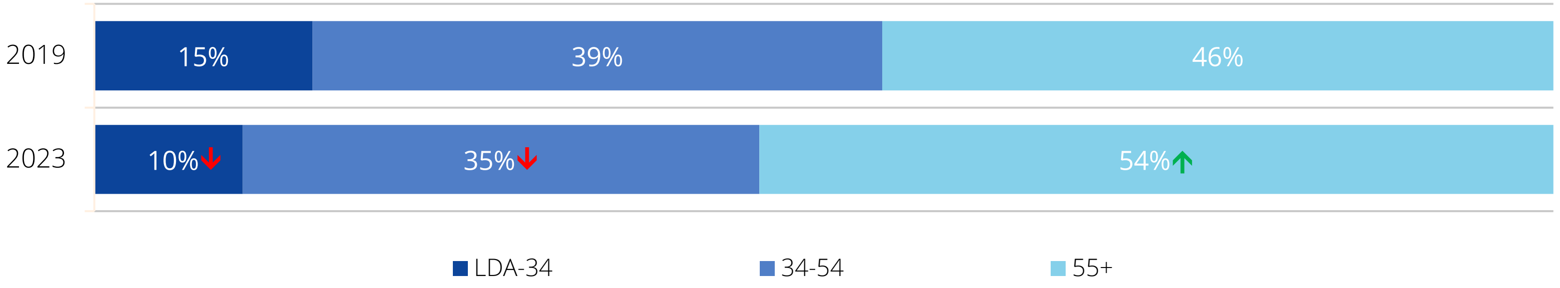
1 Statista, Marktest and IWSR estimation
2 Marktest data (based on studies ran in previous year to calibration wave)
3 IWSR, Vinitrac® Portugal, July/October 2019 and July/November 2023, (n≥2,012) Portuguese regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

2. Higher share of older, less-engaged RWDs

The growing older regular wine drinkers group drinks more often than younger generations, but they are also less engaged, spend less and have more restricted wine-drinking repertoires

Age (three groups): Tracking
All Portugal regular wine drinkers



Wine involvement by generation

	Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
High involvement	34%	41%	40%	38%	29%
Medium involvement	45%	43%	42%	44%	46%
Low involvement	21%	15%	18%	19%	25%

Dominance of thrifty, older regular wine drinkers

- While Boomers are the most frequent and knowledgeable regular wine drinkers in Portugal, they are also less engaged with the wine market.
- Boomers under-index as premium wine drinkers despite being the highest earning age group, driving demand at lower price points.

Market context

"Cost-of-living concerns and rising prices are expected to impact off-trade sales and drive down-trading, particularly on day-to-day categories in the near-to medium term."

Executive Summary Report 2023, Portugal

Base: All Portugal regular wine drinkers (n≥2,012); Definition of regular wine drinkers: respondents who drink wine once a month.
↑/↓: Statistically significantly higher/lower than the 2019 wave(s) at a 95% confidence level; %/% Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

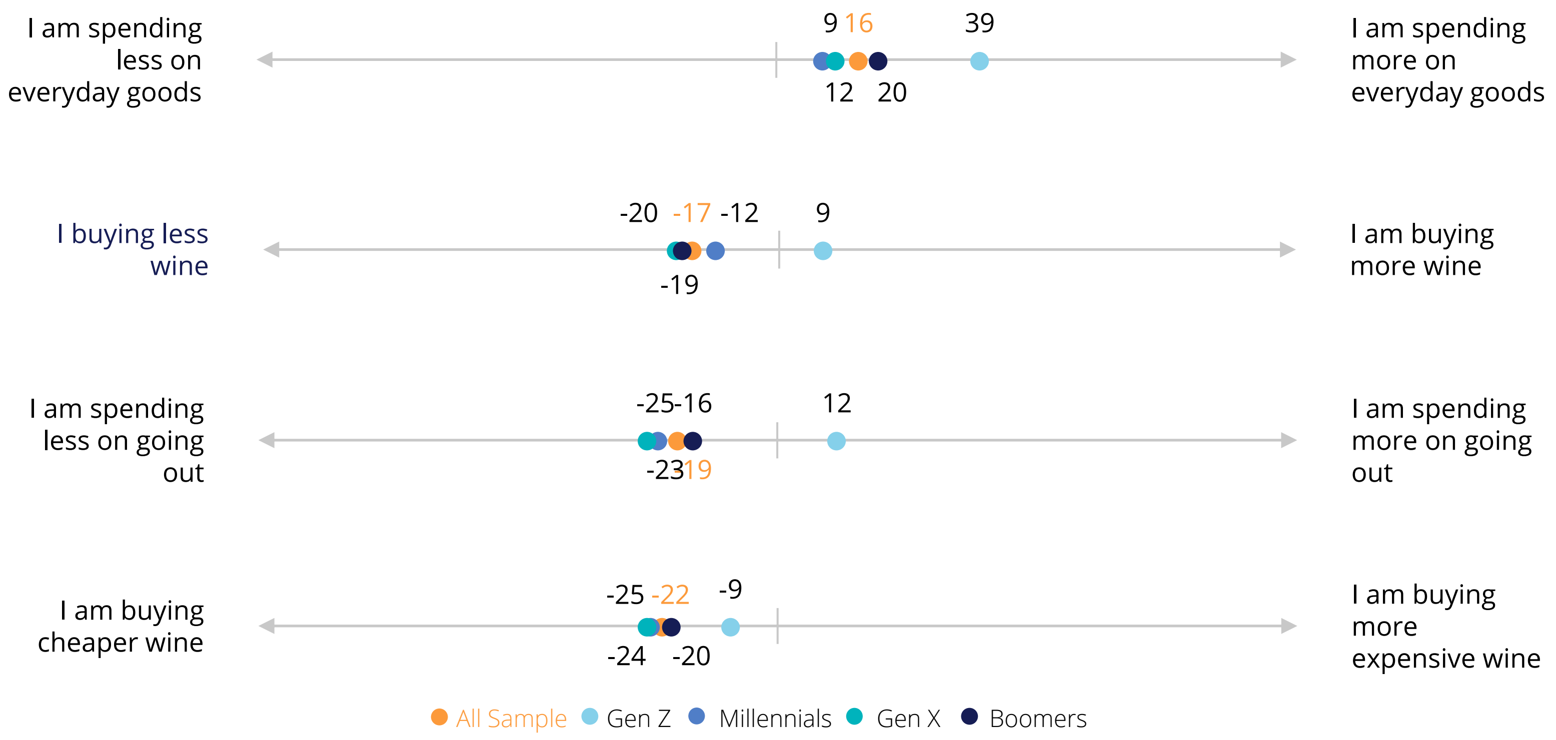
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

3. Cost-of-living pressures affect local RWDs

The increasing cost of everyday goods is leading regular wine drinkers to cut back their spending, with older age groups in particular spending less on wine and going out

Consumer sentiment: generations

Net score of percentage who agree with leftmost statement subtracted from the percentage who agree with the rightmost statement



Base: All Portugal regular wine drinkers (n=1,005)
Source: IWSR, Vinitrac® Portugal, November 2023 (n= 1,005), Portugal regular wine drinkers

Market context

"Still wine consumption is expected to fall back into decline in the near term driven by rising prices and growing concerns over the cost of living. Day-to-day wines in the retail sector will bear the brunt of down-trading and purchase frequency decisions."

"The struggle against changing channel dynamic[s] was further hampered by the inflationary trade environment. Considerable tension was felt at the standard core of the market, where small price changes were often met with wild volume shifts; in this context, market share could be bought or sold."

Executive Summary Report 2023, Portugal

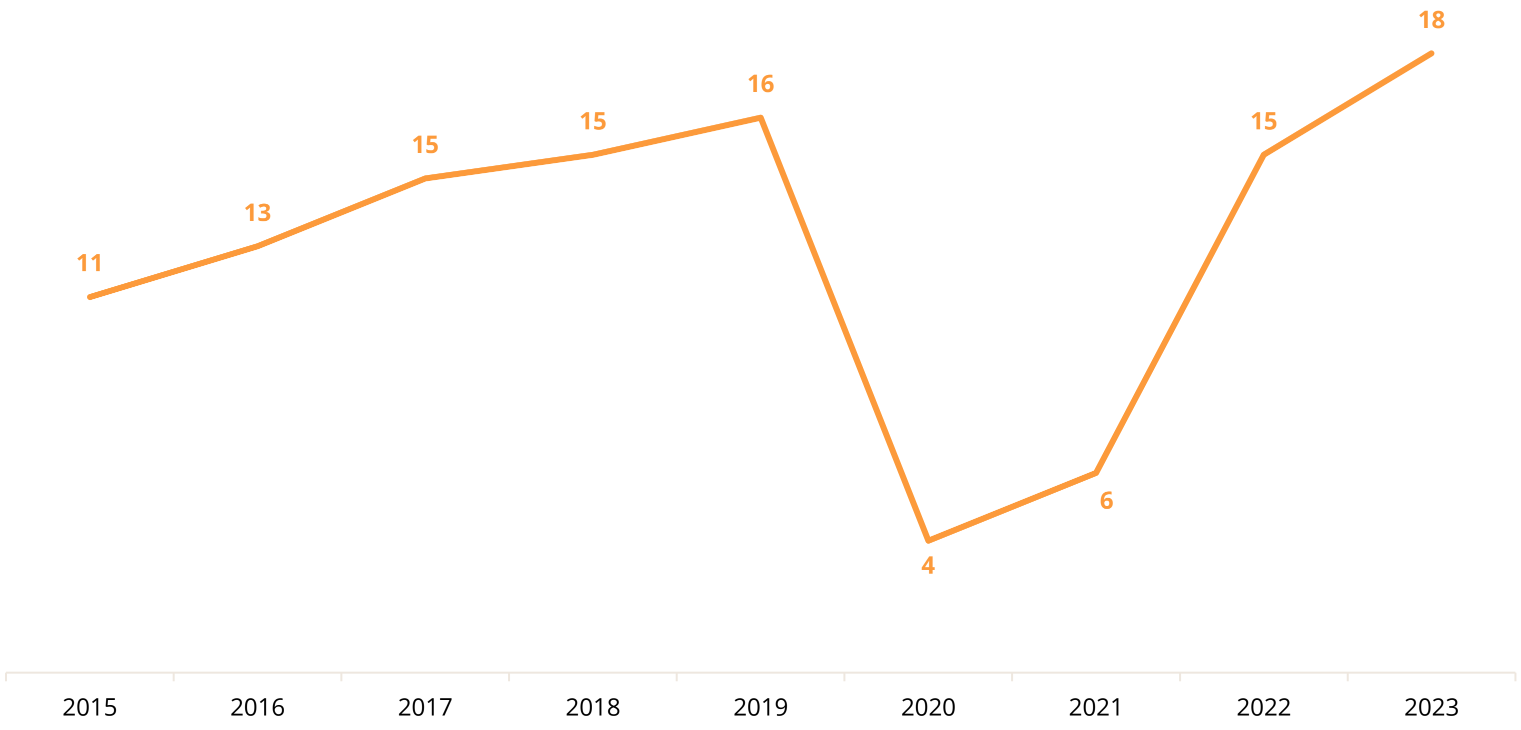
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

4. Tourist boom fuels sector's recovery

Tourism is largely offsetting the effect of economic pressures on local regular wine drinkers, with arrivals in 2023 surpassing pre-pandemic levels. The on-trade is flourishing as a result

Tourists in Portugal

Tourist arrivals (millions)



Market context

"Big expectations for tourism; the continued growth of the wealthy expat community (increasingly from US and Brazil); and locals' passion for eating, drinking and socialising all bode well for on-trade development, category diversification and continued premiumisation."

"Operators struggled to keep up with demand in a Champagne category that benefitted from increased celebrations and occasions driven by the surge in tourism and [...] wealthier Portuguese."

"Port is a traditional category in long-term decline among locals that has nonetheless benefitted immensely from the tourism boom."

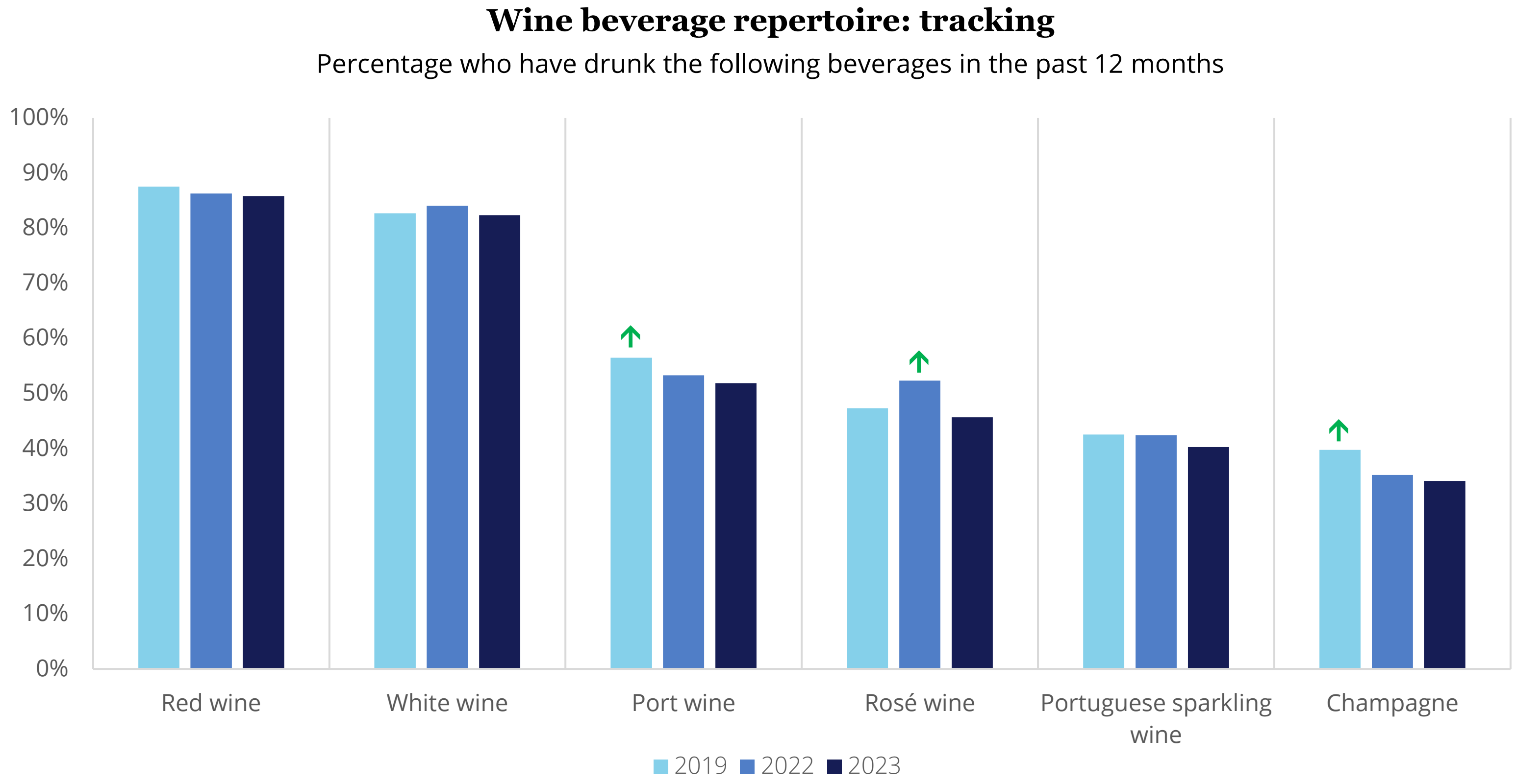
Executive Summary Report 2023, Portugal

Source: Statista, INE

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

5. Red and white wine purchase by RWDs stable

Local consumption of seasonal and celebratory beverages have declined more than red and white wine, but volumes remain largely unaffected thanks to the thriving tourism sector and wealthy expat community



Market context

"Champagne will continue to be supported by a resilient pool of wealthy expats and locals as well as a growing number of tourists as it penetrates a wider range of occasions."

"Premium whites and rosés trended strongly driven by warm weather, a surge in tourists and broadening occasions."

"Port sales are expected to grow throughout the forecast period in line with tourist arrivals."

Executive Summary Report 2023, Portugal

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking;
↑/↓: Previous wave is statistically significantly higher/lower than 2023 at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Management summary: tracking metrics

Wine from the Alentejo region continued to dominate purchases in the past six months, while purchase rates of Dão and Vinho Verde have declined since 2019

Top alcoholic beverages

Percentage who have drunk the following beverages in the past 12 months

	2019	2023	Tracking
Red wine	88%	86%	→
White wine	83%	82%	→
Beer	82%	82%	→
Port wine	56%	52%	↓
Rosé wine	47%	46%	→

Top region of origin

Percentage who have drunk wine from the following regions in the past six months

	2019	2023	Tracking
Alentejo	68%	66%	→
Douro	54%	53%	→
Península de Setúbal	32%	36%	↑
Dão	34%	30%	↓
Vinho Verde	32%	29%	↓

Top wine brands

Percentage who have bought the following brands in the past three months

	2019	2023	Tracking
Dona Ermelinda	25%	24%	→
Monte Velho	30%	23%	↓
Casal Garcia	22%	21%	→
JP	21%	19%	→
Papa Figos	20%	19%	→

Base: All Portugal regular wine drinkers (n≥2,012)
↑/↓: Statistically significantly higher/lower than the 2019 wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Management summary: tracking metrics

Purchase rates for some varietals have yet to recover to pre-pandemic levels. Consumers are also yet to fully return to supermarkets with one in 10 regular wine drinkers shopping online

Top red varietals

Percentage who have drunk the following varietals in the past six months

	2019	2023	Tracking
Touriga Nacional	53%	51%	→
Aragonez / Tinta Roriz	34%	31%	→
Syrah	26%	29%	→
Castelão / Periquita	31%	24%	↓
Trincadeira / Tinta Amarela	28%	23%	↓

Top white varietals

Percentage who have drunk the following varietals in the past six months

	2019	2023	Tracking
Alvarinho	55%	48%	↓
Moscatel	31%	28%	→
Fernão Pires / Maria Gomes	22%	22%	→
Loureiro	23%	22%	→
Sauvignon Blanc	17%	18%	→

Top wine-buying channels

Percentage who have bought wine from the following channels in the past six months

	2019	2023	Tracking
In a supermarket / hyper-market	93%	90%	↓
In a specialist wine shop / Garrafeira	20%	21%	→
In a local store	16%	18%	→
From a winery during a visit	n/a	11%	n/a
From a supermarket / hyper-market website	n/a	11%	n/a

Top wine-buying retailers

Percentage who mainly use the following retailers to buy wine

	2019	2023	Tracking
Continente	69%	68%	→
Pingo Doce	52%	47%	↓
Lidl	22%	21%	→
Auchan	n/a	14%	n/a
Intermarché	12%	12%	→

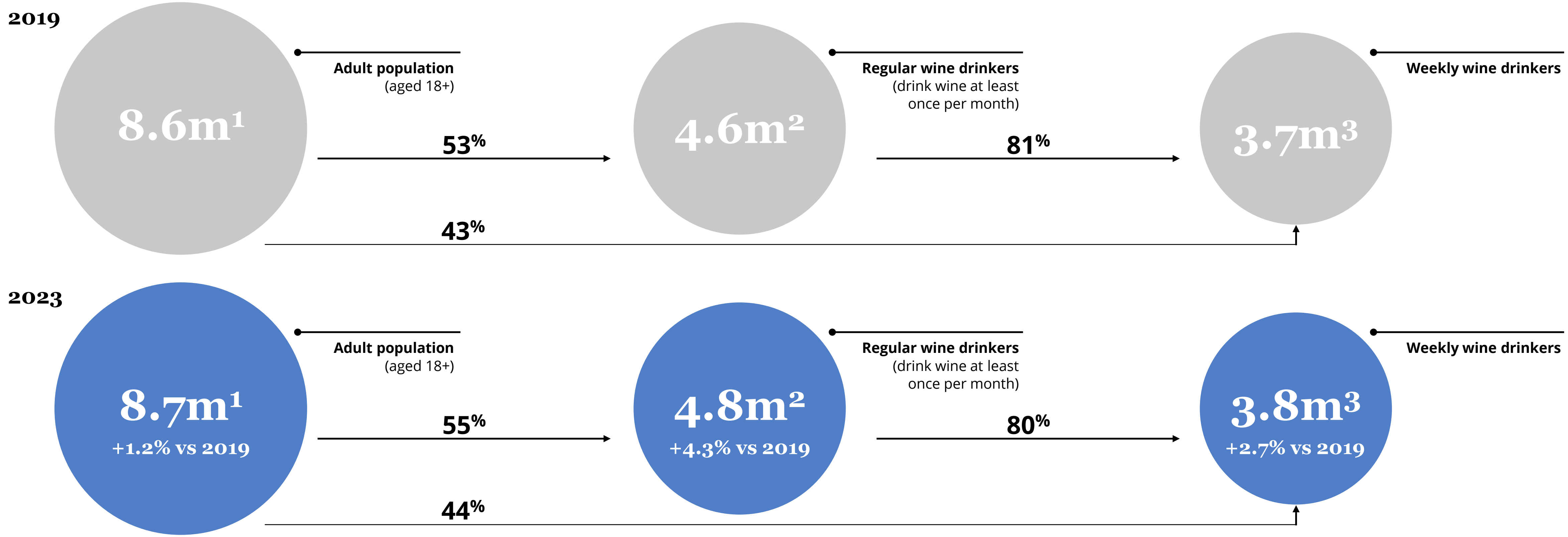
Base: All Portugal regular wine drinkers (n≥2,012)
↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Market Demographics

Portuguese regular wine drinkers

The growth of the regular wine drinker population in Portugal has slightly outpaced an overall population increase, with this growth skewed towards older wine drinkers



1 Statista, Marktest and IWSR estimation
2 Marktest data (based on studies ran in previous year to calibration wave)
3 IWSR, Vinitrac® Portugal, July/October 2019 and July/November 2023, (n≥2,012) Portuguese regular wine drinkers

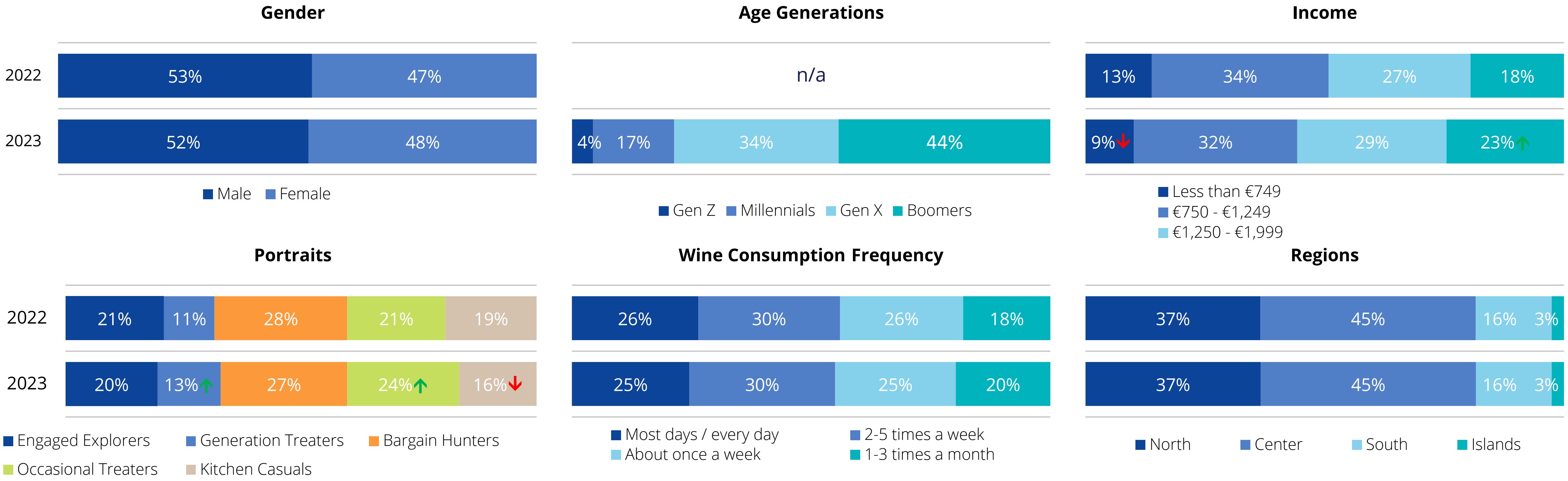
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Demographics

There has been an increase in the share of higher-earning regular wine drinkers and higher-spending Treaters segments since 2022

Regular Wine Drinkers*: Who are they?

All Portugal regular wine drinkers



*Definition of regular wine drinkers: Those who drink wine at least once per month; ↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/October 2022 and July/November 2023 (n≥2,012)

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

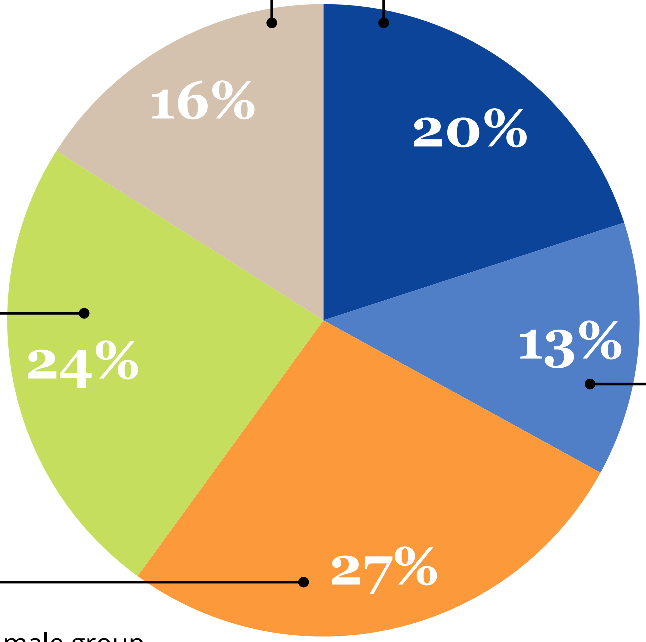
Portugal Portraits: wine drinker segmentation

Percentage share of Portuguese regular wine drinkers by Portraits segments

KITCHEN CASUALS
This female-skewed group accounts for the smallest proportions of volume and value in the Portuguese market. Shopping almost exclusively in supermarkets, this group doesn't drink wine as often as the other segments and spends less when doing so. Their choices are primarily price-driven. Their limited drinking repertoires and interest in the wine category is reflected in their low knowledge and confidence levels. They are also the group most likely to report buying less wine and a lower spend on wine in recent years, implying that their relative volume and value is set to fall further.

OCCASIONAL TREATERS
This group don't drink wine often, but they aren't afraid to spend when they do. With a strong female bias, this segment mostly buy wine to celebrate special occasions. Wine is not a big part of their lifestyle, but they know what they like, and they stick to it. Their limited drinking repertoires are reflected in their low confidence compared to other consumer segments.

BARGAIN HUNTERS
The largest segment are a group of frequent wine drinkers. This mostly male group don't spend much on wine but consider it to be important to their lifestyles. Despite average wine knowledge, they are relatively involved with the category and have high confidence in their choices. They are more likely than the general wine drinking population to report buying less wine and buying less expensive wine in recent years, likely reflecting cost of living pressures on this lower-earning group.



ENGAGED EXPLORERS
Primarily male, middle-aged consumers, these are the most frequent drinkers in the market. Their time and experience in the category have made them the most involved, knowledgeable and confident wine drinking segment. Although they are mid-range spenders and earners, they take time over their purchase decisions, looking for quality products within their budget and regularly experimenting with new wine types. This means that, while they primarily purchase their wine from supermarkets, they are more likely than other segments to branch out and try specialist wine retailers.

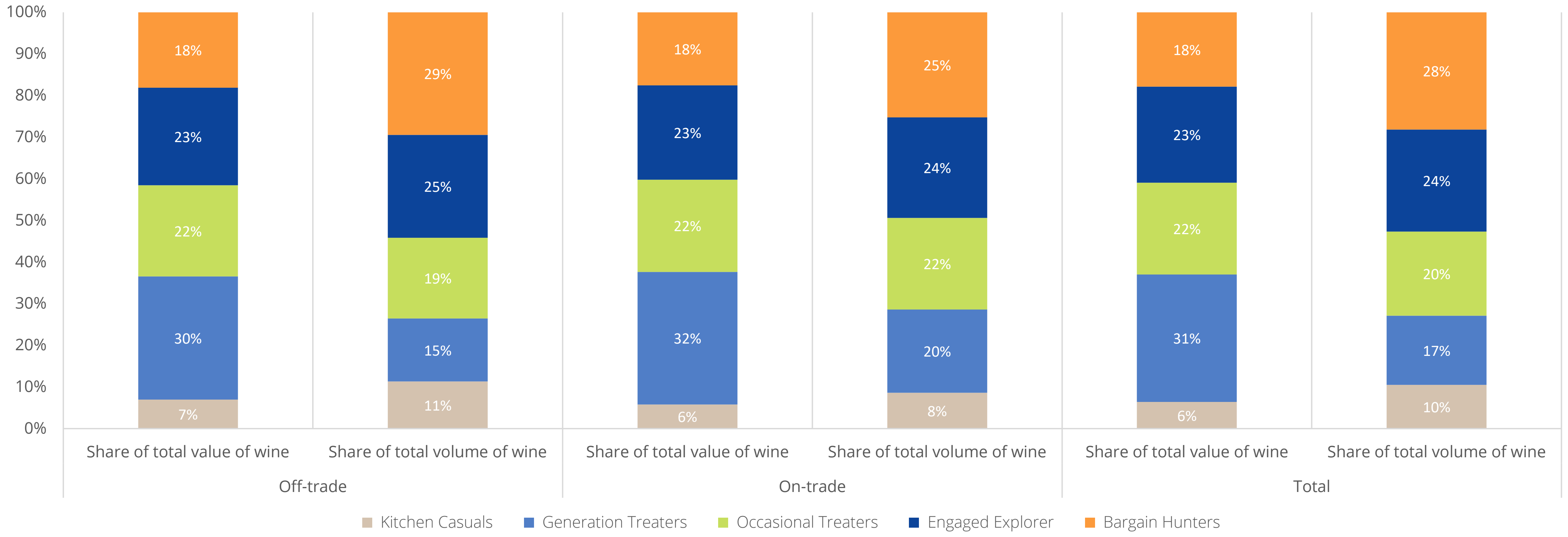
GENERATION TREATERS
While this segment is the smallest, it holds the largest share of value in the Portuguese market. Comprised of mostly young, wealthy consumers, this group buys from a broad repertoire of alcoholic beverages, wine types and regions. They also enjoy drinking in the on-trade and drink wine more frequently at parties and celebrations than any other segment. They are relatively involved in the wine category and are the most likely to buy direct from wineries and other specialist retailers. As a result, they are knowledgeable about the category with a confidence level to match.

Source: Vinitrac® Portugal, July/November 2023 (n=2,012) Portuguese regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Portugal Portraits market sizing

Generation treaters are driving value, while Bargain Hunters are driving volume. Market segmentation does not differ greatly between the off-trade and on-trade



Base: All Portugal regular wine drinkers; Source: IWSR, Vinitrac® Portugal, July/November 2023 (n=2,012), Portugal regular wine drinkers.

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

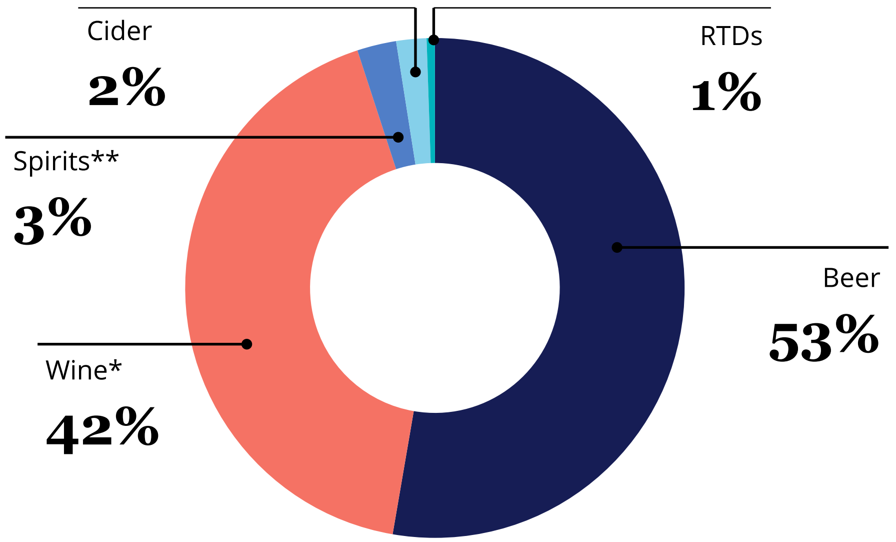
Market Analysis

Alcohol market share by category

Total beverage alcohol sales by volume continue to be dominated by beer and wine, as strong post-pandemic recovery is expected to continue in the longer term

Total beverage alcohol market share by category

Percentage of purchases that fall within the categories below



Total beverage alcohol market volumes by category

000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Total beverage alcohol	105,844	115,623	0.79%	1.1%
Beer	55,081	60,944	1.5%	1.4%
Wine*	45,742	48,868	-0.7%	0.2%
Spirits**	2,549	2,933	1.5%	0.5%
Cider	1,925	2,261	20.1%	7.1%
RTDs	547	617	10.8%	3.4%

*Wine includes still wine, sparkling wine, fortified wine and light aperitifs
**Spirits includes whisky, gin and genever, vodka, agave-based spirits, national spirits and rum
Source: IWSR

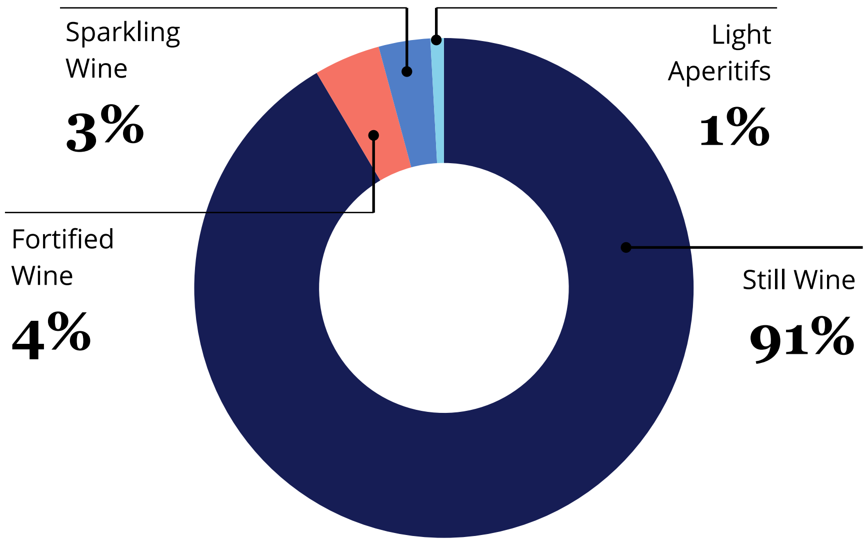
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Total wine market volumes

Wine volumes have been impacted by cost-of-living concerns for locals, but a flourishing tourism sector is expected to drive future growth

Total wine share by category

Percentage of purchases that fall within the categories below



Total wine volumes by category

000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Total Wine	45,742	48,868	-0.7%	0.2%
Still Wine	42,024	44,690	-0.9%	0.1%
Fortified Wine	1,889	2,100	0.8%	1.2%
Sparkling Wine	1,391	1,633	4.3%	2.8%
Light Aperitifs	422	425	1.6%	-1.3%
Other Wines	18	20	-2.1%	0.0%

Market context

"Locals have been steadily reducing consumption driven by a growing less-but-better movement."

Executive Summary Report 2023, Portugal

Source: IWSR

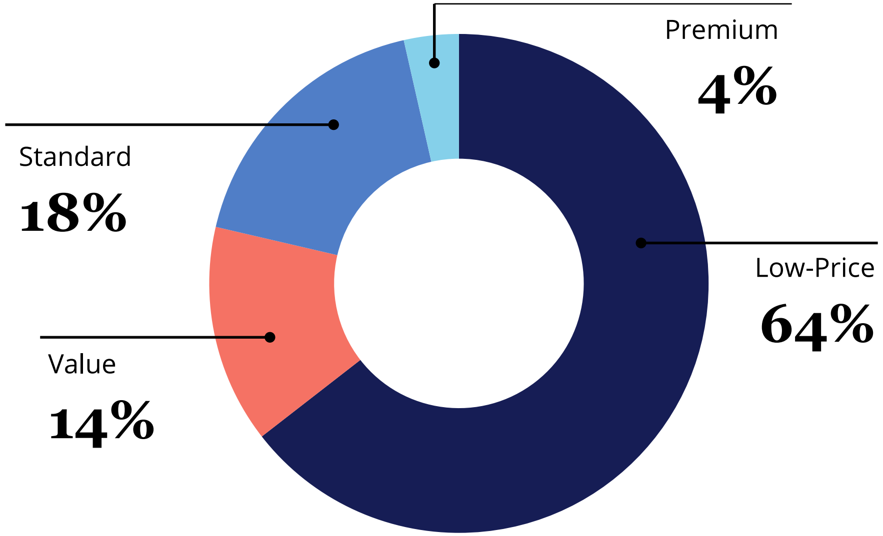
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Still wine by price band

Still wine volumes are dominated by lower price bands, a further reflection of cost-of-living concerns in the market. Growth in higher-price bands is driven primarily by recent surges in tourism

Still wine by price band

Percentage of purchases that fall within the categories below



Still wine by price band

000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Low-Price (under €2.50)	26,977	28,632	-2.0%	-1.0%
Value (between €2.50 and €3.74)	6,194	6,286	-1.2%	3.2%
Standard (between €3.75 and €7.74)	7,261	7,909	2.4%	0.3%
Premium (between €7.75 and €15.49)	1,367	1,575	4.2%	4.5%
Super Premium (between €15.50 and €25.49)	143	177	5.3%	4.3%
Ultra Premium (between €25.50 and €44.99)	63	87	6.5%	6.3%
Prestige (between €45.00 and €84.99)	18	24	3.2%	3.5%
Prestige Plus (over €85.00)	1	1	14.9%	11.8%

Source: IWSR

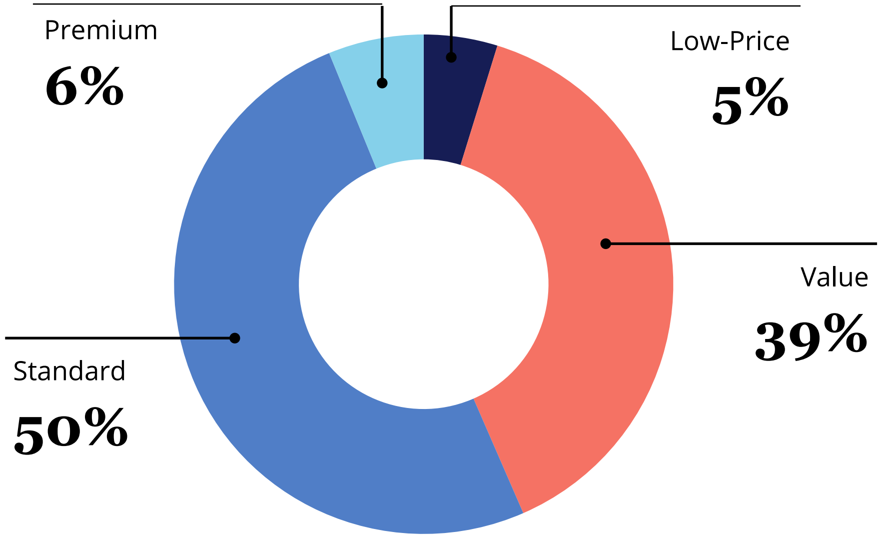
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Sparkling wine by price band

Sparkling wine volumes are seeing strong growth across the board, though from a relatively small base. This is forecast to continue, boosted by high-earning expats and tourists looking to celebrate

Sparkling wine by price brand*

Percentage of purchases that fall within the categories below



Sparkling wine volumes by price band

000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Low-Price (under €2.50)	70	75	4.6%	-2.0%
Value (between €2.50 and €3.74)	530	610	1.8%	2.5%
Standard (between €3.75 and €7.74)	663	794	6.1%	3.5%
Premium (between €7.75 and €15.49)	77	98	4.3%	3.4%
Super Premium (between €15.50 and €25.49)	1	1	1.4%	21.7%
Ultra Premium (between €25.50 and €44.99)	4	5	n/a	-9.4%

*Sparkling wine includes all sparkling wine types except Champagne, and includes no/low sparkling wine types
Source: IWSR

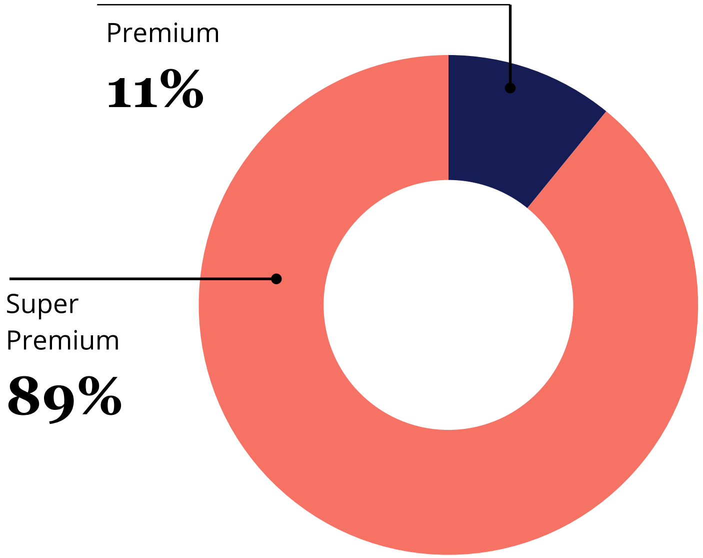
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Champagne by price band

In line with overall volume growth in sparkling wine, Champagne volumes are forecast to continue increasing in Portugal despite supply chain issues limiting stock in places

Champagne by price brand

Percentage of purchases that fall within the categories below



Champagne volumes by price band

000s 9-litre cases

	2021	2022	CAGR 17-22	CAGR F 22-27
Premium (under €30.00)	5	6	1.9%	12.2%
Super Premium (between €30.00 and €59.99)	41	45	7.4%	11.1%
Ultra Premium + Premium (€60.00 and over)	1	1	3.9%	15.0%

Price bands not shown account for <1% of the volume
Source: IWSR

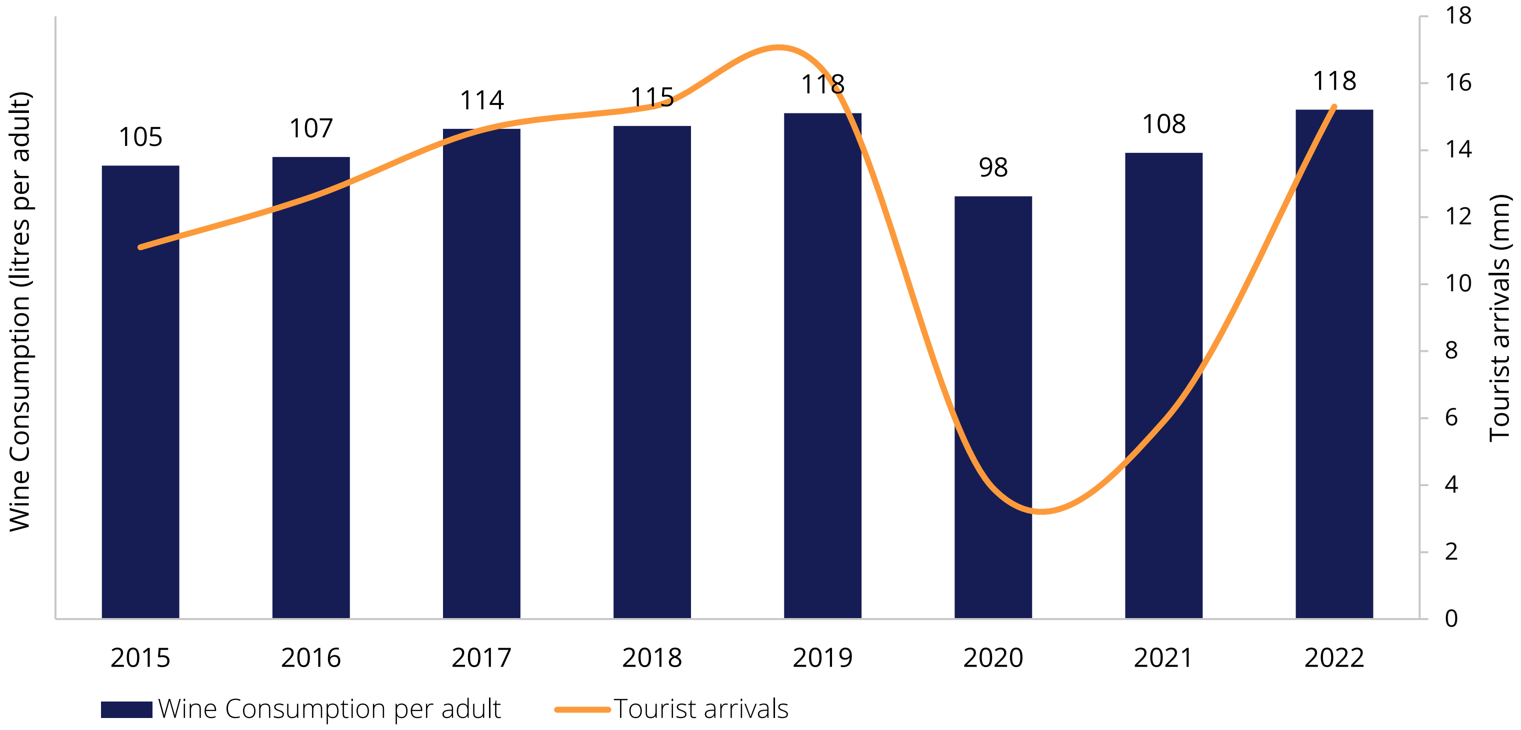
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Portugal focus: tourism and wine consumption

Wine consumption in Portugal is supplemented hugely by the tourism sector, with around 1.5 visitors per inhabitant. Following the effects of the pandemic, tourist numbers have rebounded and will continue growing

Per capita consumption of still wine vs tourist arrivals

Litres per annum (LDA+ population)



Growing interest in oenotourism

- Growing interest in wine tourism will continue to boost consumption, contributing to port growth and interest in local regions such as Algarve.
- Winery visits, tours and tastings are driving this trend, creating a positive outlook for wineries.

Market context

"Of critical importance was the arrival of some 15.3m tourists, and the continued influence of a growing community of wealthy expats whose preference for craft beer, rosé, sparkling wine, spritzes, tequila, cocktails and RTDs is having an impact on local trends."

Executive Summary Report 2023, Portugal

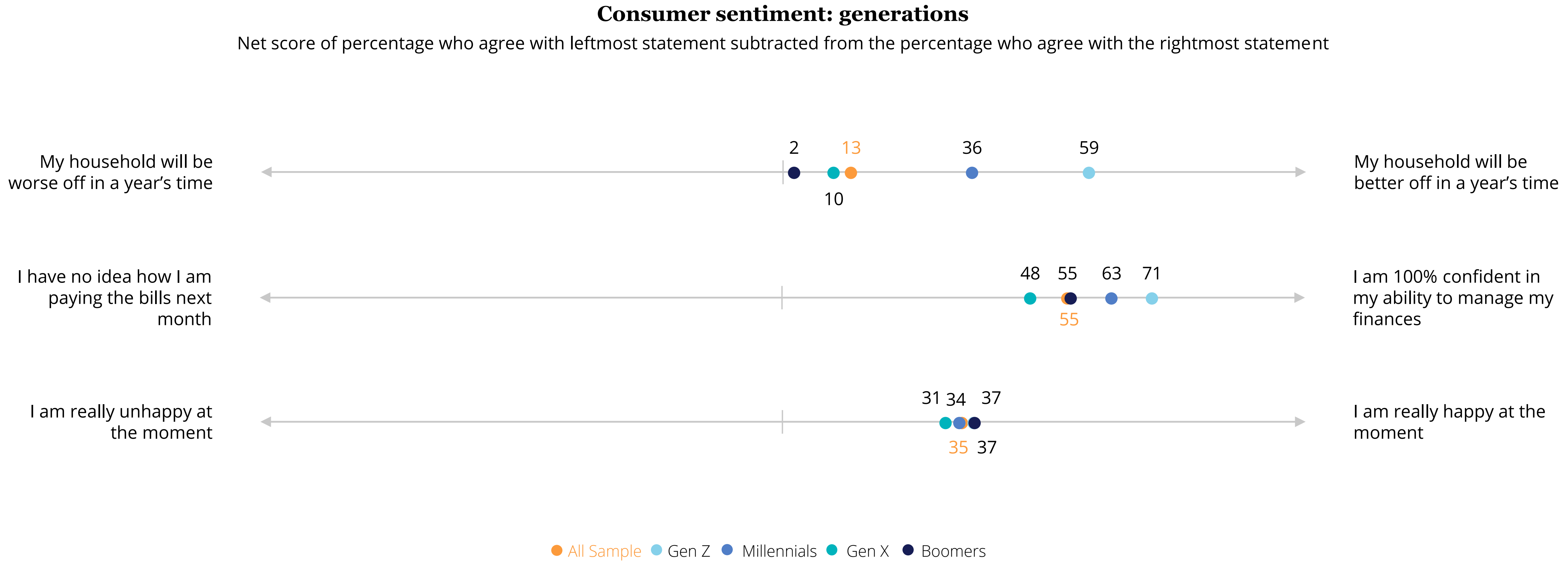
Source: IWSR; Statista

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Consumer Sentiment

Consumer sentiment by generation

Younger consumers, particularly Gen Z, have a more positive outlook on the future while all generations express a similar current level of happiness



Base: All Portugal regular wine drinkers (n=1,005)
Source: IWSR, Vinitrac® Portugal, November 2023 (n= 1,005), Portugal regular wine drinkers

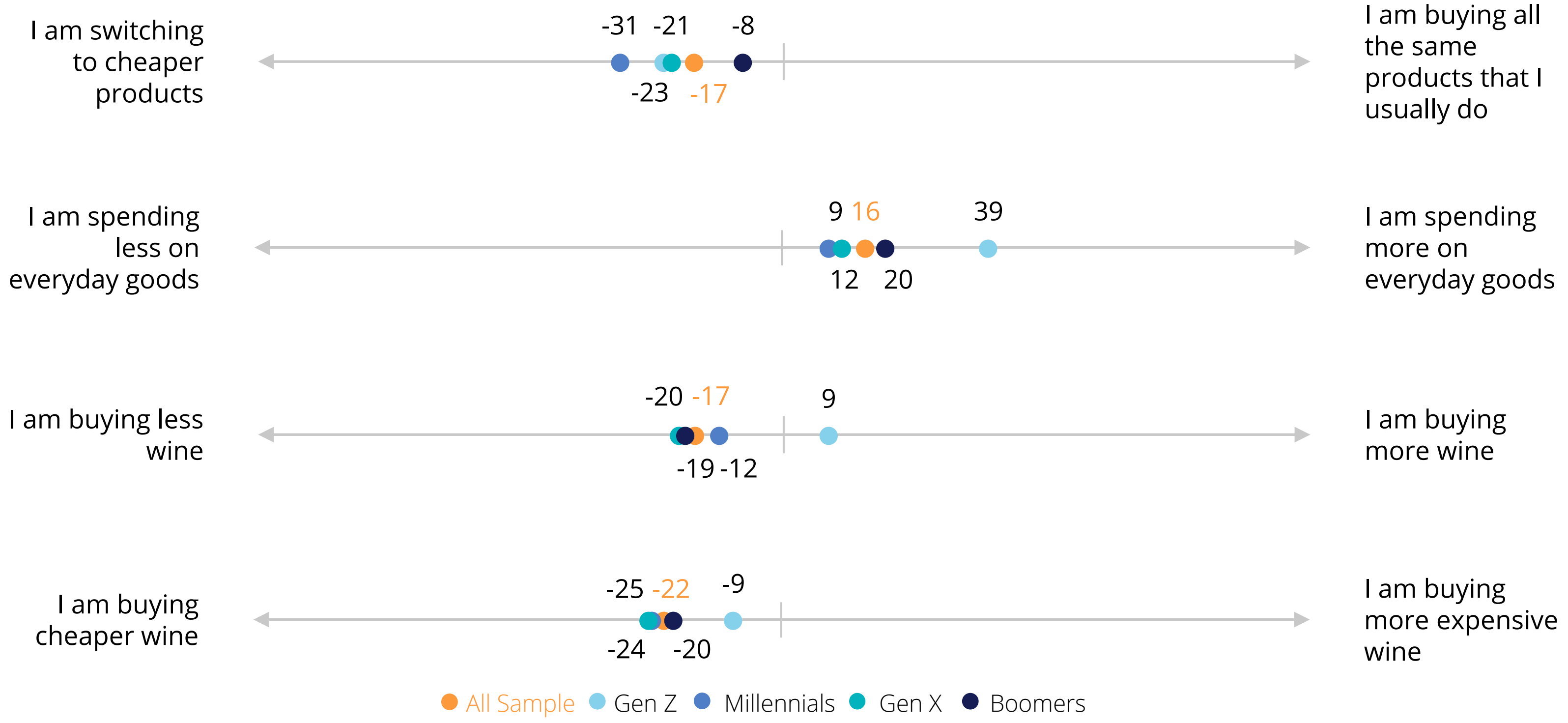
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Consumer sentiment by generation

The cost-of-living crisis is leading regular wine drinkers to reduce the amount they spend on wine. Nonetheless, Gen Z has a more positive view of the future and is buying more wine

Consumer sentiment: generations

Net score of percentage who agree with leftmost statement subtracted from the percentage who agree with the rightmost statement



Market context

"Cost pressures [...] are expected to push up prices and drive down-trading and consumption cutbacks, particularly on day to-day off-trade items."

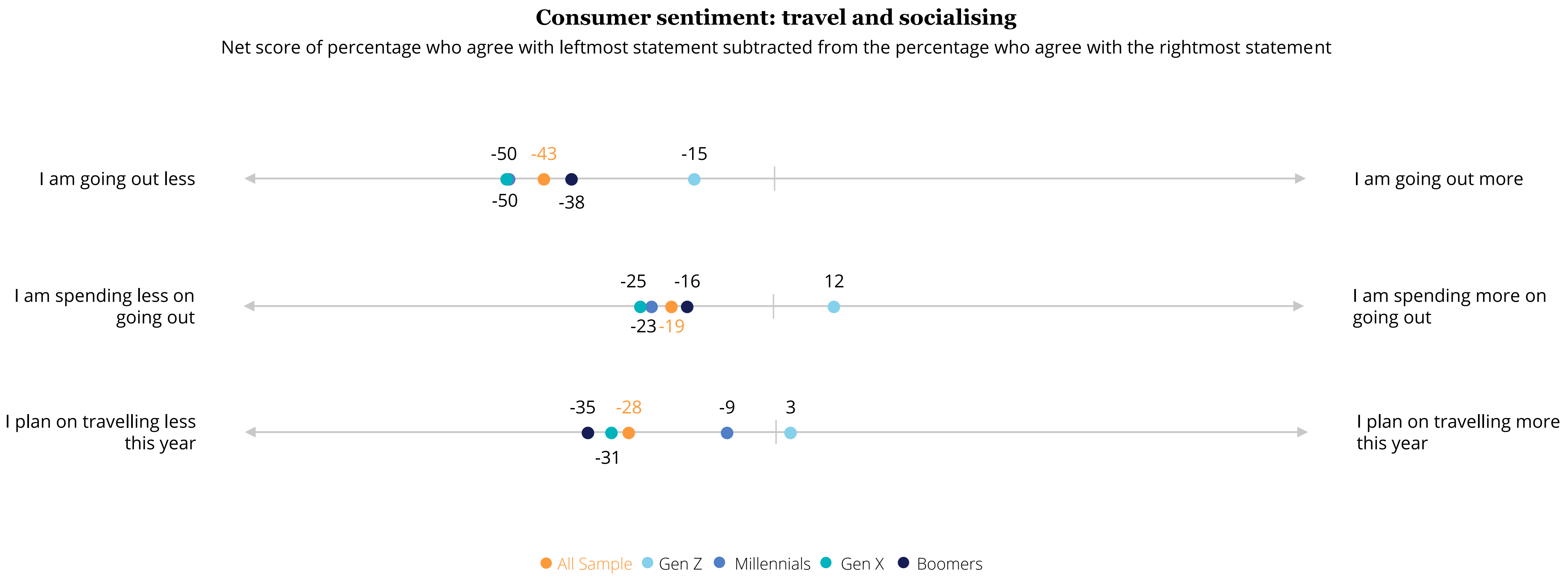
Executive Summary Report 2023, Portugal

Base: All Portugal regular wine drinkers (n=1,005)
Source: IWSR, Vinitrac® Portugal, November 2023 (n= 1,005), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Consumer sentiment by generation

Cost-of-living pressures are leading regular wine drinkers to have a negative outlook on going out and travel



Base: All Portugal regular wine drinkers (n=1,005)
Source: IWSR, Vinitrac® Portugal, November 2023 (n= 1,005), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Wine Views and Attitudes

Attitudes towards wine

Less exploratory wine-drinking behaviour is being driven by the ageing regular wine drinker population. This is in contrast with the broader drinking repertoires of tourists

Attitudes towards wine: Tracking

Percentage who ‘agree’ or ‘strongly agree’ with the following statements

	2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
I enjoy trying new and different styles of wine on a regular basis	55%	49%	47%	↓	→
I don't mind what I buy so long as the price is right	11%	15%	15%	↑	→
I know what I like and I tend to stick to what I know	34%	36%	38%	↑	→

Attitudes towards wine by generation

Percentage who ‘agree’ or ‘strongly agree’ with the following statements

	Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
I enjoy trying new and different styles of wine on a regular basis	47%	65%	60%	53%	35%
I don't mind what I buy so long as the price is right	15%	21%	18%	18%	12%
I know what I like and I tend to stick to what I know	38%	14%	23%	30%	53%

Base: All Portugal regular wine drinkers (n≥2,012)
↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level; %/%: Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Wine involvement

The increasing share of Boomer regular wine drinkers is driving lower engagement with wine

Wine involvement: Tracking

	2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
High involvement	38%	37%	34%	↓	↓
Medium involvement	43%	41%	45%	→	↑
Low involvement	19%	22%	21%	↑	→

Wine involvement by generation

	Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
High involvement	34%	41%	40%	38%	29%
Medium involvement	45%	43%	42%	44%	46%
Low involvement	21%	15%	18%	19%	25%

Base: All Portugal regular wine drinkers (n≥2,012)
↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level; %/%: Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Involvement and perceived expertise

Regular wine drinkers have become more price sensitive. Fewer believe wine is reasonably priced and more see their choice of wine as important

Involvement and perceived expertise in wine: Tracking

Percentage who 'agree' or 'strongly agree' with the following statements

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	I always look for the best quality wines I can get for my budget	90%	89%	89%	→	→
2	Drinking wine gives me pleasure	81%	77%	77%	↓	→
3	Deciding which wine to buy is an important decision	74%	72%	75%	→	↑
4	I like to take my time when I purchase a bottle of wine	69%	68%	70%	→	→
5	I have a strong interest in wine	59%	59%	59%	→	→
6	Generally speaking, wine is reasonably priced	52%	46%	47%	↓	→
7	Compared to others, I know less about the subject of wine	43%	44%	42%	→	→
8	Wine is important to me in my lifestyle	44%	42%	39%	↓	→
9	I feel competent about my knowledge of wine	35%	36%	37%	→	→
10	Generally speaking, wine is an expensive drink	33%	37%	35%	→	→
11	I don't understand much about wine	30%	35%	31%	→	↓

Base: All Portugal regular wine drinkers (n≥2,012)

↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Involvement and perceived expertise

Boomers show the least interest in wine of the generations. This translates into differing cost perceptions, with the smaller, younger consumer groups more likely to see prices as reasonable

Involvement and perceived expertise in wine by generation

Percentage who ‘agree’ or ‘strongly agree’ with the following statements

Ranking '23		Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
1	I always look for the best quality wines I can get for my budget	89%	86%	89%	90%	88%
2	Drinking wine gives me pleasure	77%	76%	77%	81%	75%
3	Deciding which wine to buy is an important decision	75%	84%	78%	77%	73%
4	I like to take my time when I purchase a bottle of wine	70%	81%	74%	72%	66%
5	I have a strong interest in wine	59%	67%	65%	61%	54%
6	Generally speaking, wine is reasonably priced	47%	69%	60%	46%	41%
7	Compared to others, I know less about the subject of wine	42%	47%	43%	45%	40%
8	Wine is important to me in my lifestyle	39%	47%	41%	43%	35%
9	I feel competent about my knowledge of wine	37%	45%	42%	39%	33%
10	Generally speaking, wine is an expensive drink	35%	30%	30%	37%	36%
11	I don’t understand much about wine	31%	28%	34%	31%	31%

Base: All Portugal regular wine drinkers (n=2,012)

%/%: Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/November 2023 (n=2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Wine knowledge and confidence indices

Both wine knowledge and confidence are stable over time

Wine knowledge index: Tracking[1]

Wine knowledge index is the 'objective' measurement of consumer knowledge about wine

	2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
Knowledge Index	44.9	44.7	44.0	→	→

Wine confidence index: Tracking[2]

Wine confidence index is the 'subjective' measurement of consumer confidence about their wine knowledge

	2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
Confidence Index	49.6	48.9	50.0	→	→

[1]Wine knowledge index (0–100) is calculated based on consumer-reported awareness wine-growing regions and wine brands.
[2]Wine confidence index (0–100) is calculated based on the extent to which consumers feel competent about their wine knowledge. Wine confidence index uses consumers' answers to three attitudinal statements: 1) I feel competent about my knowledge of wine, 2) Compared to others, I know less about the subject of wine, 3) I don't understand much about wine.
Base: All Portugal regular wine drinkers (n≥2,012); ↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Wine-drinking motivations by generation

Boomers like drinking wine with a meal, but Gen X and Millennials enjoy it as treat or in a social setting. Gen Z regular wine drinkers over-index on lifestyle motivations

Wine drinking motivations by generation

Percentage who 'agree' or 'strongly agree' with the following statements

Ranking '23		Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
1	Wine enhances food and meals	69%	51%	55%	69%	77%
2	To celebrate special occasions	62%	66%	63%	66%	58%
3	Wine helps create a warm / friendly atmosphere	50%	51%	49%	52%	47%
4	Wine is about sharing with a partner / close friend or family member	49%	50%	47%	54%	46%
5	Wine is about sharing something with others	43%	44%	39%	47%	43%
6	I really love the taste of wine	42%	41%	41%	45%	41%
7	Drinking wine makes me feel relaxed	41%	50%	50%	48%	31%
8	I like learning about new wines	39%	48%	48%	42%	33%
9	I like shopping / choosing wines to drink	37%	38%	31%	35%	40%
10	Drinking wine can be good for my health	31%	27%	28%	30%	33%
11	I treat myself with wine at the end of the day	19%	21%	19%	24%	14%
12	Most of my friends drink wine	17%	18%	18%	16%	17%
13	Wine is a refreshing drink	14%	30%	14%	16%	12%
14=	It makes people sophisticated	6%	18%	9%	8%	2%
14=	Wine is a fashionable drink	6%	13%	8%	7%	3%
16	It makes me feel individual and unique	5%	6%	7%	6%	3%

Base: All Portugal regular wine drinkers (n=2,012); =Represents equal ranking
%/%: Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/November 2023 (n=2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Wine-buying choice cues

The impact of recommendations and awards on wine choices have stabilised at lower rates than 2019. The impact of other choice cues remains stable

Wine choice cues: Top 15 Tracking

Percentage who indicate each of the following factors is 'important' or 'very important' when buying wine

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	The price	89%	91%	90%	→	→
2	A brand I am aware of	89%	89%	89%	→	→
3	The region of origin	86%	83%	85%	→	→
4	A winery / wine group I am aware of	78%	76%	78%	→	→
5	Grape variety	72%	72%	74%	→	→
6	Recommendation by friend or family	81%	75%	73%	↓	→
7	Promotional offer	71%	71%	72%	→	→
8	Alcohol content	60%	61%	62%	→	→
9	Taste or wine style descriptions displayed on the shelves or on wine labels	60%	58%	59%	→	→
10	The wine has food matching indications	53%	54%	53%	→	→
11	Recommendation by wine guide books / wine critic or writer	54%	51%	49%	↓	→
12=	Whether or not the wine has won a medal or award	54%	46%	44%	↓	→
12=	An oenologist I am aware of	44%	42%	44%	→	→
14	The wines recommended by shop staff or shop leaflets	40%	38%	37%	↓	→
15	Whether or not the wine is organic	34%	35%	34%	→	→

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking

↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, October/November 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

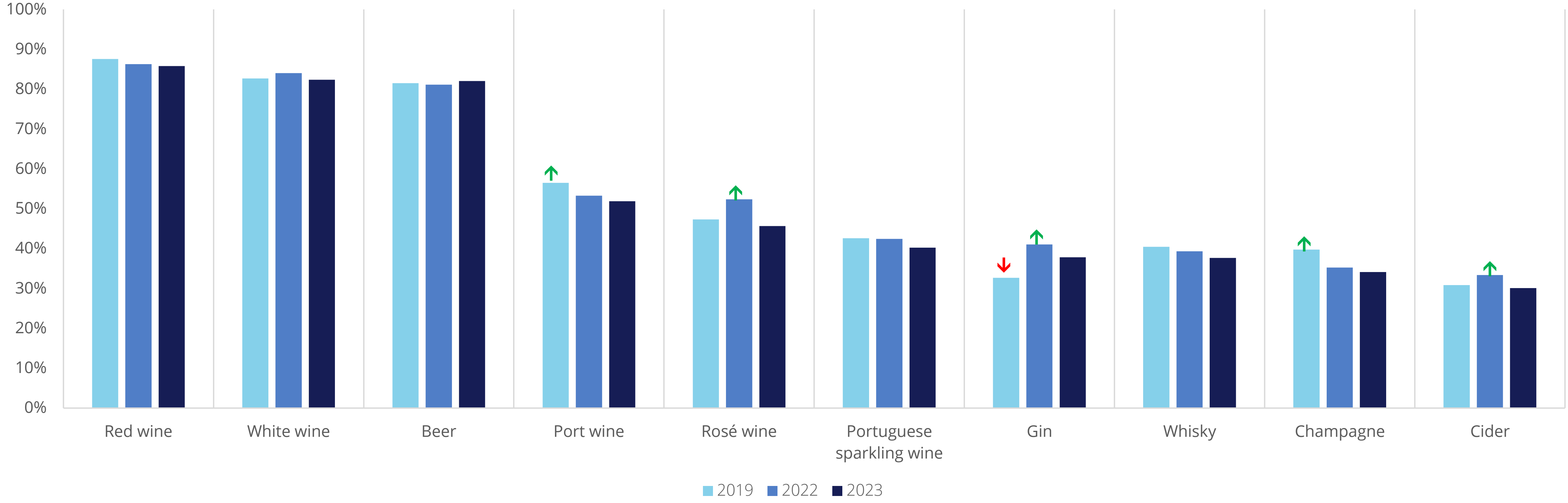
Wine Drinking Repertoire

Alcoholic beverage repertoire

The beverage repertoires of regular wine drinkers are largely stable. Gin, cider and rosé wine shares have normalised following post-pandemic growth, while port and Champagne shares have declined since 2019

Alcoholic beverage repertoire: Top 10 tracking

Percentage who have drunk the following beverages in the past 12 months



Base: All Portugal regular wine drinkers (n≥2,012); ↑/↓: Previous wave is statistically significantly higher/lower than 2023 at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

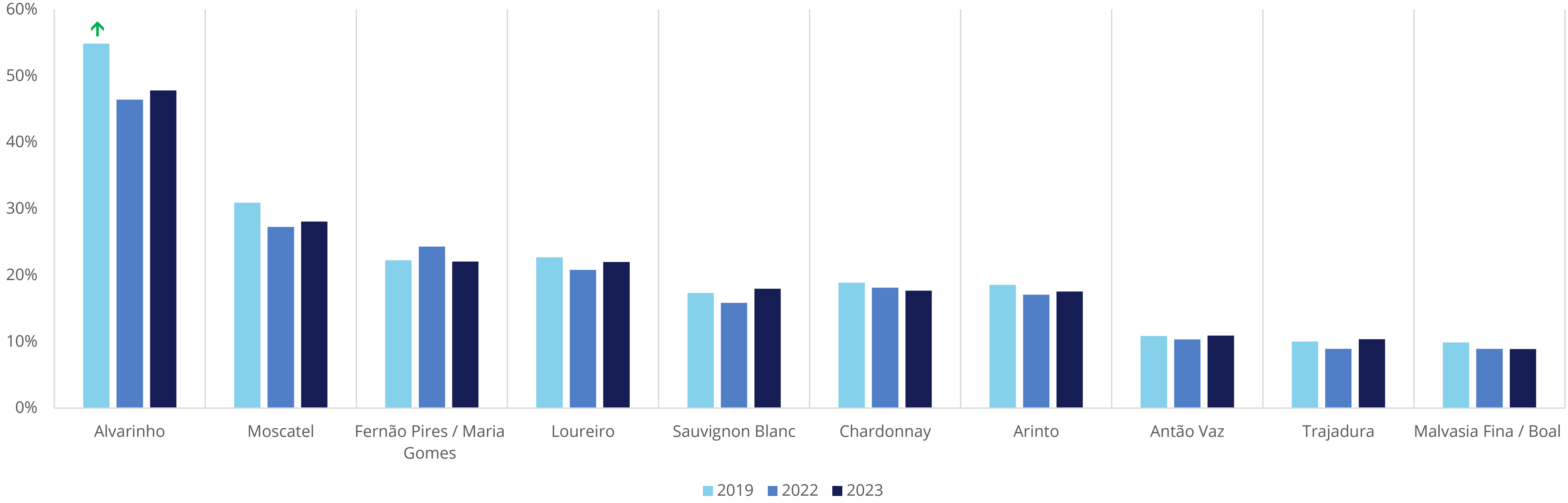
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Varietal consumption: white

White varietal repertoires are broadly stable, with only the proportion of RWDs drinking Alvarinho in the previous six months seeing a significant decrease since 2019

White varietal consumption: Top 10 Tracking

Percentage who have drunk the following varietals or wine types in the past six months



Base: All Portugal regular wine drinkers (n≥2,012); ↑/↓: Previous wave is statistically significantly higher/lower than 2023 at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

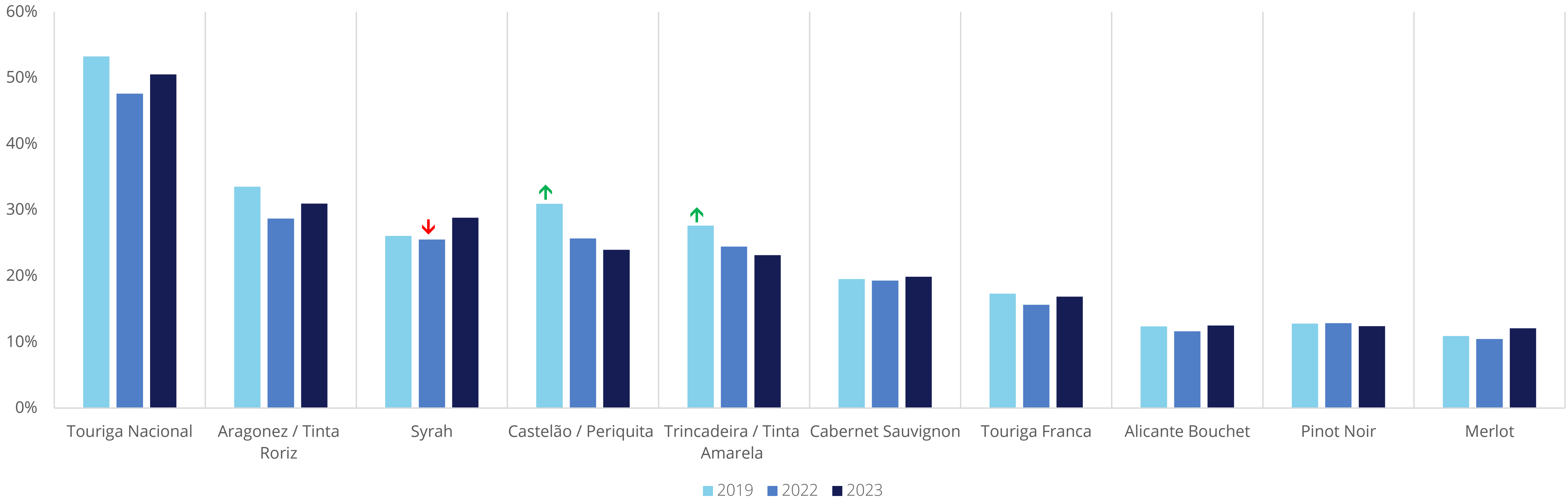
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Varietal consumption: red

Red varietal consumption is also largely stable. The proportion of regular wine drinkers drinking Castelão and Trincadeira has declined since 2019, while the popularity of Syrah has increased in the short term

Red varietal consumption: Top 10 Tracking

Percentage who have drunk the following varietals or wine types in the past six months



Base: All Portugal regular wine drinkers (n≥2,012); ↑/↓: Previous wave is statistically significantly higher/lower than 2023 at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

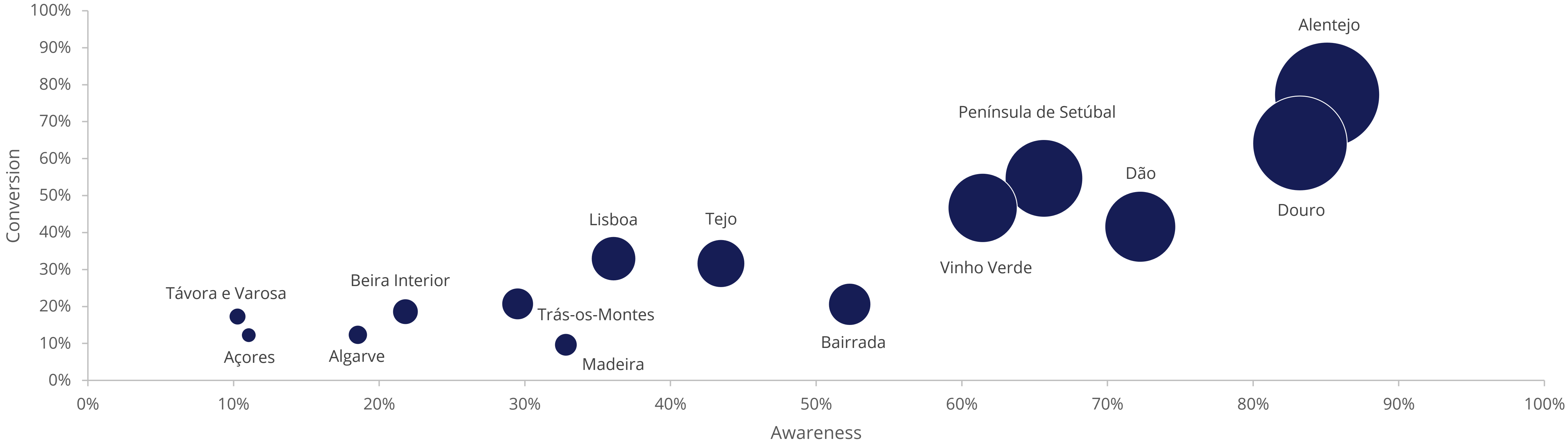
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Region of origin

Alentejo and Douro continue to dominate region of origin awareness, purchase and conversion. Despite high production volumes, Lisboa trails them. Vinho Verde, Península de Setúbal and Dão still fare well

Region Power: Top Regions by awareness, conversion and purchase

Percentage of those who know of or have purchased wine from the following regions in the past three months



Base: All Portugal regular wine drinkers (n=2,012); Size of bubble = region purchase (% who have purchased the brand in the past three months)
Source: IWSR, Vinitrac® Portugal, July/November 2023 (n=2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Region of origin metrics: tracking

Consumers are buying more wine from Península de Setúbal and less from Dão and Vinho Verde, despite stable awareness rates. Awareness of wine from Tejo and Lisboa has stabilised at higher than pre-pandemic rates

Region of origin awareness: Tracking

Percentage of those who know the following places produce wine

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	Alentejo	87%	85%	85%	→	→
2	Douro	84%	85%	83%	→	→
3	Dão	73%	72%	72%	→	→
4	Península de Setúbal	65%	66%	66%	→	→
5	Vinho Verde	63%	62%	61%	→	→
6	Bairrada	54%	52%	52%	→	→
7	Tejo	39%	45%	43%	↑	→
8	Lisboa	33%	38%	36%	↑	→
9	Madeira	36%	35%	33%	↓	→
10	Trás-os-Montes	29%	30%	30%	→	→
11	Beira Interior	22%	25%	22%	→	↓
12	Algarve	17%	19%	19%	→	→
13	Açores	10%	13%	11%	→	↓
14	Távora e Varosa	9%	11%	10%	→	→

Region of origin purchase: Tracking

Percentage of those who have bought wine from the following regions in the past three months

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	Alentejo	68%	67%	66%	→	→
2	Douro	54%	53%	53%	→	→
3	Península de Setúbal	32%	34%	36%	↑	→
4	Dão	34%	32%	30%	↓	→
5	Vinho Verde	32%	31%	29%	↓	→
6	Tejo	13%	13%	14%	→	→
7	Lisboa	11%	11%	12%	→	→
8	Bairrada	11%	10%	11%	→	→
9	Trás-os-Montes	7%	8%	6%	→	→
10	Beira Interior	4%	5%	4%	→	↓
11	Madeira	4%	3%	3%	→	→
12=	Algarve	2%	2%	2%	→	→
12=	Távora e Varosa	1%	3%	2%	→	↓
14	Açores	1%	2%	1%	→	→

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking
↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95%
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resolved without permission from IWSR

Wine-Buying Behaviours

Wine-buying channel and retailer usage

Usage of different wine-buying channels is broadly stable. Among top retailers, an increasing number of regular wine drinkers are buying wine from Mercadona as it continues to expand in Portugal

Wine-buying channel usage: Tracking

Percentage who have bought wine from the following channels in the past six months

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	In a supermarket / hyper-market	93%	91%	90%	↓	→
2	In a specialist wine shop / Garrafeira	20%	19%	21%	→	→
3	In a local store	16%	17%	18%	→	→
4=	From a winery during a visit	n/a	11%	11%	n/a	→
4=	From a supermarket / hyper-market website	n/a	10%	11%	n/a	→
6	In a convenience store	9%	7%	8%	→	→
7	In a Cash & Carry	4%	4%	5%	→	→
8	From a wine shop website	n/a	4%	4%	n/a	→
9	From a winery's website	n/a	3%	3%	n/a	→
10=	From a wine marketplace / specialized ecommerce	n/a	2%	2%	n/a	→
10=	From a delivery app	n/a	3%	2%	n/a	→
10=	From duty free	3%	2%	2%	↓	→

Wine-buying retailer usage Top 15: Tracking

Percentage who have bought wine from the following channels in the past six months

Ranking '23		2019	2022	2023	Tracking vs. '19	Tracking vs. '22
1	Continente	69%	68%	68%	→	→
2	Pingo Doce	52%	49%	47%	↓	→
3	Lidl	22%	23%	21%	→	→
4	Auchan	n/a	n/a	14%	n/a	n/a
5	Intermarché	12%	15%	12%	→	↓
6	Mercadona	1%	6%	10%	↑	↑
7=	Minipreço	7%	6%	5%	↓	→
7=	Aldi	5%	4%	5%	→	↑
7=	Garrafeira Nacional	n/a	5%	5%	n/a	→
10	El Corte Inglés	n/a	4%	4%	n/a	→
11	E.Leclerc	4%	4%	3%	→	→
12=	Adegga	n/a	2%	1%	n/a	→
12=	Pão de Açucar	2%	2%	1%	→	↓
12=	Meu Super	1%	1%	1%	→	→
15=	Apolónia	0%	0%	0%	→	→

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking; n/a = tracking unavailable for this wave
↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Consumption frequency

Consumption frequency is stable. Older regular wine drinkers drink more regularly than other age groups

Wine consumption frequency: tracking

Percentage who usually drink wine at the following frequency

	2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
Most days / every day	25%	26%	25%	→	→
2-5 times a week	31%	30%	30%	→	→
About once a week	25%	26%	25%	→	→
1-3 times a month	19%	18%	20%	→	→

Wine consumption frequency: by generation

Percentage who usually drink wine at the following frequency

	Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
Most days / every day	25%	2%	11%	20%	36%
2-5 times a week	30%	22%	35%	32%	28%
About once a week	25%	38%	30%	28%	20%
1-3 times a month	20%	38%	25%	20%	15%

Base: All Portugal regular wine drinkers (n≥2,012)

↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level; %/%: Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Consumption frequency: off-trade and on-trade

Regular wine drinkers have not been drinking as frequently in the on-trade since the pandemic, although this has been offset by tourism. Off-trade consumption remains stable with an emphasis on informal occasions

Off-trade: wine consumption frequency by occasion

Those who buy wine in the off-trade; table below shows the number of days per month that consumers are drinking wine on these occasions

	2019	2022	2023	Tracking vs. '19	Tracking vs. '22
A relaxing drink at the end of the day at home	4.10	4.06	4.38	→	→
With an informal meal at home	9.24	9.45	9.19	→	→
With a more formal dinner party at home	3.74	3.91	3.79	→	→
At a party / celebration at home	2.22	2.12	2.08	→	→

On-trade: wine consumption frequency by occasion

Those who buy wine in the on-trade; table below shows the number of days per month that consumers are drinking wine on these occasions

	2019	2022	2023	Tracking vs. '19	Tracking vs. '22
A relaxing drink out at the end of the day	1.77	2.02	1.98	→	→
At a more formal dinner in a restaurant	2.38	2.51	2.29	→	→
At a lunch break in a restaurant	3.57	3.21	2.99	↓	→
At a party / celebration / big night out	1.77	1.69	1.58	↓	→

Base: Those who buy wine in the off-trade
↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

On-trade purchase

Wine purchase rates in restaurants haven’t fully recovered following the pandemic. However, the return of tourists has helped offset this decline

Wine purchase in on-trade

Percentage who buy wine in a bar, pub or restaurant

On-trade location		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
Bar or club	Yes	15%	12%	14%	→	→
	No	85%	88%	86%	→	→
Restaurant	Yes	94%	91%	93%	↓	→
	No	6%	9%	7%	↑	→
On-trade drinkers	Yes	95%	92%	93%	↓	→
	No	5%	8%	7%	↑	→

Wine purchase in on-trade: by generation

Percentage who buy wine in a bar, pub or restaurant

On-trade location		Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
Bar or club	Yes	14%	31%	22%	14%	8%
	No	86%	69%	78%	86%	92%
Restaurant	Yes	93%	96%	96%	94%	90%
	No	7%	4%	4%	6%	10%
On-trade drinkers	Yes	93%	98%	96%	95%	90%
	No	7%	2%	4%	5%	10%

Base: All Portugal regular wine drinkers (n≥2,012)

↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level; %/%: Statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

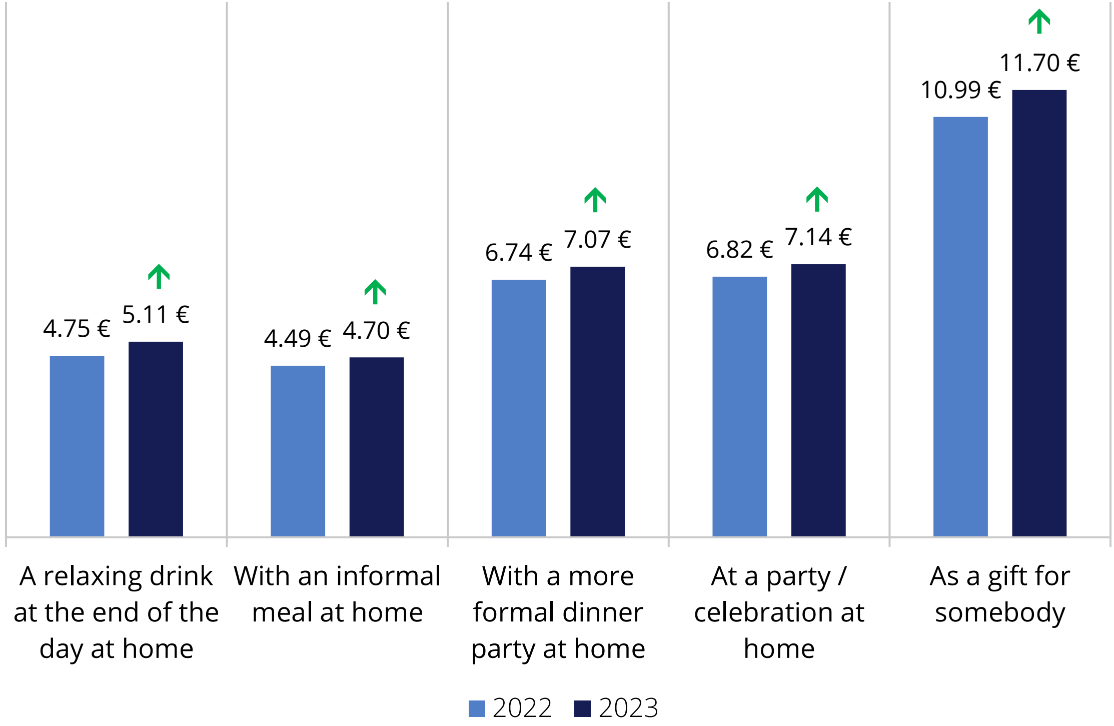
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Spend: off-trade and on-trade

Typical spend across nearly all occasions has increased since last year both in the off-trade and the on-trade, in great part due to inflation

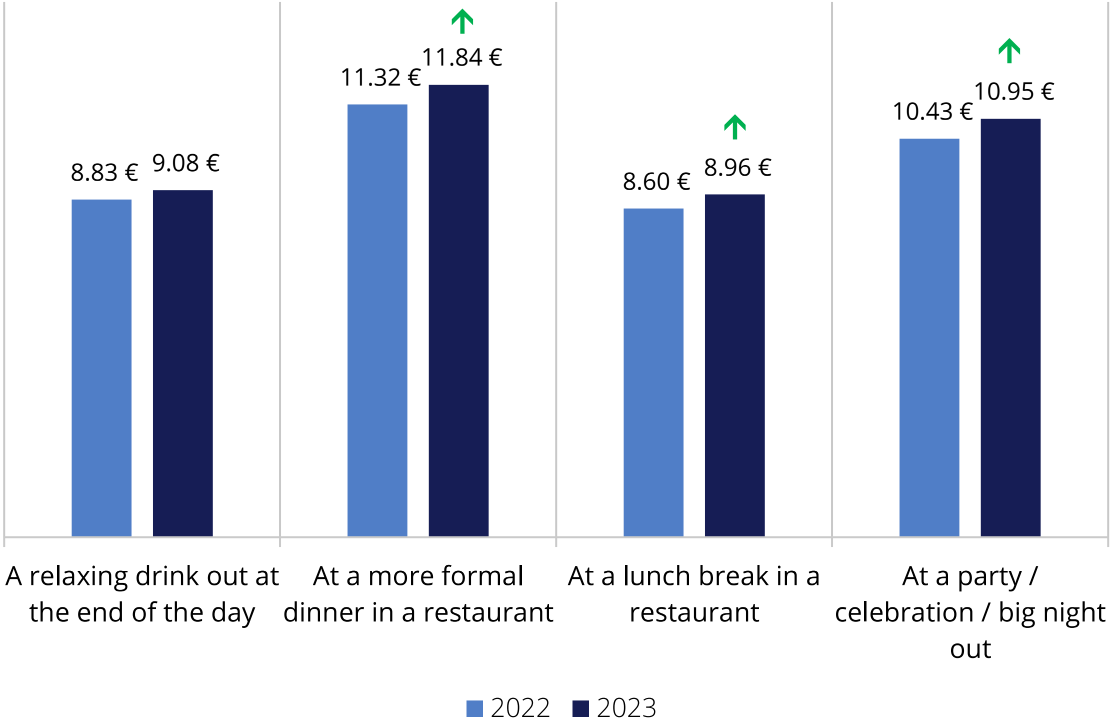
Off-trade: Average spend per bottle by occasion

Average spend of those who buy wine off-trade (€)



On-trade: Average spend per bottle by occasion

Average spend of those who buy wine on-trade (€)



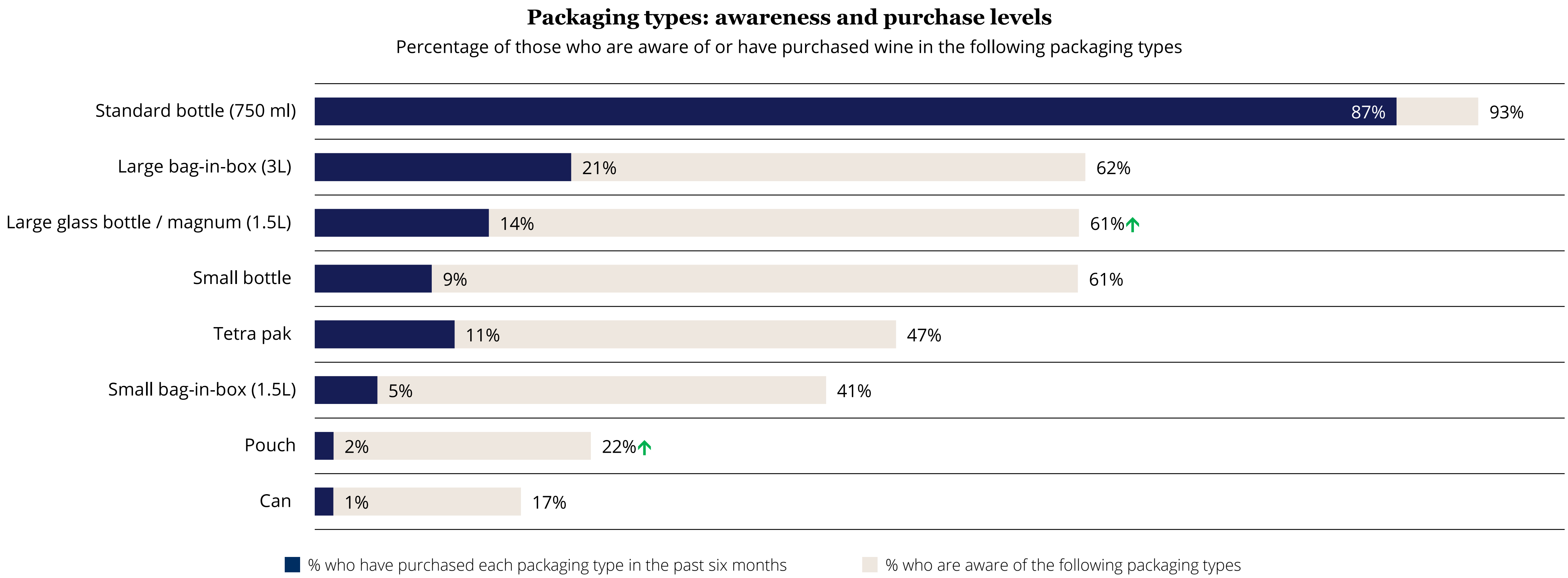
Base: Those who drink wine on each occasion; ↑/↓: Statistically significantly higher/lower than the previous wave at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Packaging and Wine Closures

Packaging type awareness and purchase

Regular wine drinkers continue to purchase mainly traditional packaging, strongly favouring standard bottles



Base: All Portugal regular wine drinkers (n=2,012); ↑/↓: Statistically significantly higher/lower than the 2022 waves at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/November 2023 (n=2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Packaging purchase

Younger LDA+ consumers are more likely to buy alternative packaging types than older age groups, over-indexing on smaller formats such as cans and larger ones like magnums

Packaging purchase: by generation

Percentage who have purchased wine in the following packaging types

Ranking '23		Portugal regular wine drinkers (n=2,012)	Gen Z LDA-26 (n=89)	Millennials 27-42 (n=340)	Gen X 43-58 (n=693)	Boomers 59+ (n=890)
1	Standard bottle (750 ml)	87%	82%	88%	88%	85%
2	Large bag-in-box (3L)	21%	20%	20%	18%	22%
3	Large glass bottle / magnum (1.5L)	14%	27%	20%	15%	9%
4	Tetra pak	11%	14%	11%	11%	11%
5	Small bottle (single serve)	9%	16%	14%	9%	7%
6	Small bag-in-box (1.5L)	5%	7%	5%	6%	4%
7	Pouch	2%	5%	2%	2%	1%
8	Can	1%	6%	3%	1%	1%

Base: All Portugal regular wine drinkers (n=2,012); %/%: Statistically significantly higher/lower than all regular wine drinkers at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/November 2023 (n=2,012), Portugal regular wine drinkers

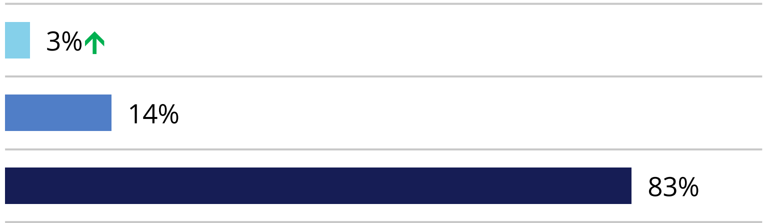
© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Wine closures

Regular wine drinkers have a strong preference for natural cork closures, with screw-caps and synthetic corks being seen as cheap and low quality

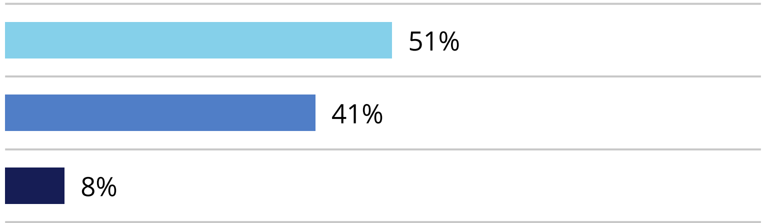
Natural cork

% who selected the following attitude for the wine closure



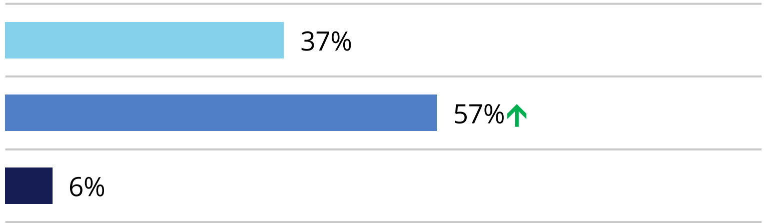
Screw-cap

% who selected the following attitude for the wine closure



Synthetic cork

% who selected the following attitude for the wine closure



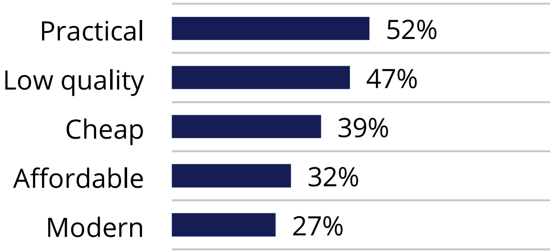
I don't buying wine with this closure   Neutral   I like buying wine with this closure

Top 5 attributes of natural cork

% who associate closure with the following statements

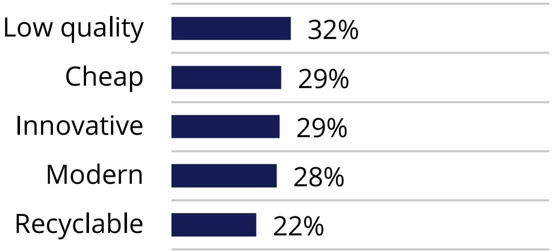
Top 5 attributes of Screw-caps

% who associate closure with the following statements



Top 5 attributes of synthetic cork

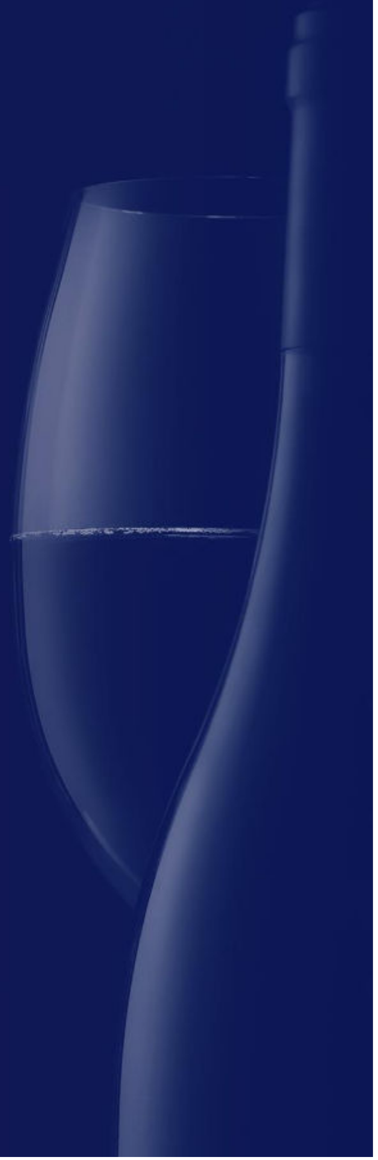
% who associate closure with the following statements



Base: All Portugal regular wine drinkers (n≥2,012); ↑/↓ Statistically significantly higher/lower than the 2022 wave at a 95% confidence level;
Source: IWSR, Vinitrac® Portugal, July/November 2023 (n≥2,012), Portugal regular wine drinker.

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Brand Health



Brand awareness

Brand awareness of most popular brands has stabilised at lower levels after falling since 2019

Brand Awareness: tracking

% who have heard of the following brands

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	Casal Garcia	88%	86%	85%	↓	→
2	Porta da Ravessa	86%	82%	84%	↓	→
3	Periquita	84%	82%	83%	→	→
4=	Esporão	83%	78%	80%	→	→
4=	Gazela	85%	80%	80%	↓	→
6	Monte Velho	81%	80%	79%	→	→
7	Mateus	78%	76%	75%	↓	→
8	Quinta da Bacalhôa	76%	72%	74%	↓	→
9	Papa Figos	61%	71%	73%	↑	→
10	Porca De Murça	79%	70%	72%	↓	→
11	JP	70%	71%	71%	→	→
12=	Aveleda	75%	70%	70%	↓	→
12=	Adega de Borba	76%	69%	70%	↓	→
12=	Gatão	77%	74%	70%	↓	↓
12=	Reguengos	n/a	66%	70%	n/a	↑

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
16	Adega de Pegões	n/a	n/a	69%	n/a	n/a
17	Dona Ermelinda	70%	73%	68%	→	↓
18=	Grão Vasco	69%	65%	66%	→	→
18=	Mula Velha	n/a	63%	66%	n/a	→
20	Muralhas de Monção	65%	64%	65%	→	→
21	EA	53%	61%	64%	↑	→
22=	Trinca Bolotas	47%	59%	59%	↑	→
22=	Barca-Velha	n/a	59%	59%	n/a	→
22=	Pera Doce	n/a	56%	59%	n/a	→
22=	Vidigueira	n/a	57%	59%	n/a	→
22=	Cartuxa	57%	56%	59%	→	→
27	Casa Ferreirinha	65%	59%	58%	↓	→
28=	Marquês de Borba	60%	57%	57%	→	→
28=	Cabriz	54%	57%	57%	↑	→
30	Guarda Rios	n/a	51%	55%	n/a	↑

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking; n/a = tracking unavailable for this wave
↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Brand purchase

Like awareness, purchase rates of the most popular brands have stabilised following post-pandemic declines

Brand Purchase: tracking

% who have bought the following brands in the past three months

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	Dona Ermelinda	25%	24%	24%	→	→
2	Monte Velho	30%	25%	23%	↓	→
3	Casal Garcia	22%	21%	21%	→	→
4=	JP	21%	20%	19%	→	→
4=	Papa Figos	20%	21%	19%	→	→
6=	EA	15%	18%	18%	↑	→
6=	Porta da Ravessa	26%	20%	18%	↓	→
6=	Muralhas de Monção	21%	17%	18%	↓	→
9	Periquita	22%	17%	16%	↓	→
10	Mateus	14%	17%	15%	→	→
11=	Mula Velha	n/a	15%	14%	n/a	→
11=	Gazela	18%	16%	14%	↓	↓
13=	Pera Doce	n/a	13%	13%	n/a	→
13=	Esporão	18%	15%	13%	↓	→
13=	Adega de Pegões	n/a	n/a	13%	n/a	n/a

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
16	Aveleda	11%	10%	11%	→	→
17=	Adega de Borba	18%	10%	10%	↓	→
17=	Quinta da Bacalhôa	13%	10%	10%	↓	→
17=	Trinca Bolotas	10%	13%	10%	→	↓
17=	Guarda Rios	n/a	13%	10%	n/a	↓
21=	Cabriz	10%	10%	9%	→	→
21=	Tapada das Lebres	n/a	9%	9%	n/a	→
21=	Reguengos	n/a	10%	9%	n/a	→
21=	Esteva	9%	9%	9%	→	→
25=	Cartuxa	9%	8%	8%	→	→
25=	Planalto	10%	9%	8%	↓	→
27=	Vidigueira	n/a	8%	7%	n/a	→
27=	Marquês de Borba	10%	7%	7%	↓	→
27=	Porca De Murça	13%	6%	7%	↓	→
30	Gatão	6%	7%	6%	→	→

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking; n/a = tracking unavailable for this wave

↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Brand conversion

Papa Figos, Trinca Bolotas and Gazela have continued to see lower awareness-to-purchase conversion rates, while conversion for most other brands has stabilised at lower post-pandemic levels

Brand Conversion: tracking

% who have bought the following brands in the past three months of those who have heard of it

Ranking '23		2019	2022	2023	Tracking vs. '19	Tracking vs. '22
1	Dona Ermelinda	36%	33%	35%	→	→
2=	Monte Velho	37%	31%	29%	↓	→
2=	EA	29%	29%	29%	→	→
4	Muralhas de Monção	32%	27%	28%	↓	→
5	JP	30%	28%	27%	→	→
6	Papa Figos	32%	30%	26%	↓	↓
7	Casal Garcia	25%	24%	24%	→	→
8	Pera Doce	n/a	24%	23%	n/a	→
9=	Tapada das Lebres	n/a	25%	22%	n/a	→
9=	Mula Velha	n/a	24%	22%	n/a	→
9=	Porta da Ravessa	30%	24%	22%	↓	→
12	Mateus	18%	23%	20%	→	→
13=	Periquita	26%	21%	19%	↓	→
13=	Adega de Pegões	n/a	n/a	19%	n/a	n/a
15	Esteva	22%	19%	18%	↓	→
16=	Guarda Rios	n/a	25%	17%	n/a	↓
16=	Trinca Bolotas	22%	22%	17%	↓	↓
16=	Gazela	22%	20%	17%	↓	↓
16=	Carm	16%	15%	17%	→	→
20=	Esporão	22%	19%	16%	↓	→
20=	Cabriz	20%	17%	16%	↓	→
20=	Planalto	21%	17%	16%	↓	→
20=	Colossal	n/a	n/a	16%	n/a	n/a
20=	Aveleda	14%	14%	16%	→	→
20=	Portal de São Braz	n/a	18%	16%	n/a	→
26=	Adega de Borba	24%	15%	15%	↓	→
26=	Assobio	23%	17%	15%	↓	→
28=	Cartuxa	16%	15%	14%	→	→
28=	Duas Quintas	20%	15%	14%	↓	→
28=	Herdade dos Grous	19%	13%	14%	↓	→

Base: Those who have heard of each brand; =Represents equal ranking; n/a = tracking unavailable for this wave

↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Brand consideration

Generally, regular wine drinkers are considering a smaller repertoire of brands for purchase than in 2019. This is likely to be driven by older age groups who prioritise familiarity over exploration when choosing wine

Brand Consideration: tracking

% who would consider buying the following brands of those who have heard of it

Ranking '23		2019	2022	2023	Tracking	
					vs. '19	vs. '22
1=	Papa Figos	57%	53%	50%	↓	→
1=	Dona Ermelinda	55%	52%	50%	↓	→
3=	Trinca Bolotas	50%	49%	44%	↓	↓
3=	EA	46%	43%	44%	→	→
5=	Cartuxa	47%	46%	43%	→	→
5=	Tapada das Lebres	n/a	45%	43%	n/a	→
5=	Duas Quintas	49%	41%	43%	↓	→
5=	Muralhas de Monção	47%	45%	43%	↓	→
9=	Guarda Rios	n/a	48%	42%	n/a	↓
9=	Herdade dos Grous	48%	43%	42%	↓	→
9=	Esporão	49%	46%	42%	↓	↓
12=	Monte Velho	48%	45%	41%	↓	↓
12=	Carm	36%	40%	41%	→	→
14	Quinta da Bacalhôa	43%	43%	40%	→	→
15	Periquita	45%	42%	39%	↓	→

Ranking '23		2019	2022	2023	Tracking	
					vs. '19	vs. '22
16=	Pera Doce	n/a	42%	38%	n/a	→
16=	Duorum	43%	38%	38%	→	→
16=	Mula Velha	n/a	41%	38%	n/a	→
19=	Quinta do Carmo	39%	38%	37%	→	→
19=	J. Portugal Ramos	n/a	38%	37%	n/a	→
21=	JP	38%	38%	35%	→	→
21=	Assobio	46%	39%	35%	↓	→
21=	Esteva	42%	38%	35%	↓	→
24=	Adega de Borba	42%	36%	34%	↓	→
24=	Marquês de Borba	37%	35%	34%	→	→
24=	Sossego	n/a	37%	34%	n/a	→
27=	Monte da Ravasqueira	37%	32%	33%	→	→
27=	Colossal	n/a	n/a	33%	n/a	n/a
27=	Casal Garcia	34%	34%	33%	→	→
30=	Bico Amarelo	n/a	35%	33%	n/a	→

Base: Those who have heard of each brand; =Represents equal ranking; n/a = tracking unavailable for this wave
↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Port brand awareness

Consumers are more aware of Velhotes, Dona Antonia and Borges than in 2019, while awareness of other top 10 brands has fallen

Port Brand Awareness: tracking

% who have heard of the following brands

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	Velhotes	78%	82%	84%	↑	→
2	Ferreira	86%	80%	82%	↓	→
3	Cálem	76%	69%	73%	↓	↑
4	Offley	80%	71%	72%	↓	→
5	Sandeman	74%	67%	71%	↓	↑
6	Dona Antonia	64%	67%	69%	↑	→
7	Croft Port	66%	57%	59%	↓	→
8	Taylor's	64%	52%	55%	↓	→
9=	Porto Cruz	56%	48%	48%	↓	→
9=	Real Companhia Velha	56%	46%	48%	↓	→
11=	Graham's Port	55%	45%	47%	↓	→
11=	Borges	43%	47%	47%	↑	→
13	Barros	42%	40%	40%	→	→
14	Ramos Pinto	40%	39%	38%	→	→
15	Burmester	36%	33%	35%	→	→
16	Dow's Port	34%	28%	29%	↓	→
17	Cockburn's	34%	27%	28%	↓	→
18	Fonseca Porto	36%	29%	27%	↓	→
19=	C.N. Kopke	29%	25%	24%	↓	→
19=	Messias	26%	23%	24%	→	→
21	Poças Junior	20%	19%	18%	→	→
22	Krohn	18%	16%	17%	→	→
23	Dalva	15%	16%	16%	→	→
24	Romariz	17%	16%	15%	→	→
25	Warre's	12%	11%	11%	→	→
26	Da Costa	8%	8%	9%	→	→
27	Otima	2%	2%	2%	→	→

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking; n/a = tracking unavailable for this wave

↑/↓: Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Port brand purchase

Velhotes is the only port brand seeing increased purchase levels compared to 2019

Port Brand Purchase: tracking

% who have bought the following brands in the past three months

Ranking '23		2019 (n=2,405)	2022 (n=2,014)	2023 (n=2,012)	Tracking vs. '19	Tracking vs. '22
1	Velhotes	25%	29%	29%	↑	→
2=	Ferreira	26%	18%	19%	↓	→
2=	Dona Antonia	19%	19%	19%	→	→
4	Offley	14%	9%	9%	↓	→
5=	Sandeman	8%	6%	7%	→	→
5=	Cálem	9%	6%	7%	↓	→
7	Porto Cruz	8%	6%	6%	↓	→
8=	Real Companhia Velha	6%	5%	4%	↓	→
8=	Croft Port	8%	4%	4%	↓	→
10	Taylor's	6%	3%	3%	↓	→
11=	Burmester	2%	3%	2%	→	→
11=	Borges	2%	2%	2%	→	→
11=	Ramos Pinto	4%	3%	2%	↓	→
11=	Graham's Port	5%	2%	2%	↓	→
11=	Barros	2%	2%	2%	→	→
16=	Dow's Port	2%	1%	1%	→	→
16=	C.N. Kopke	2%	2%	1%	↓	→
16=	Messias	1%	1%	1%	→	→
16=	Cockburn's	1%	1%	1%	→	→
16=	Dalva	1%	1%	1%	→	→
16=	Fonseca Porto	2%	1%	1%	↓	→
22=	Krohn	1%	0%	0%	→	→
22=	Romariz	1%	0%	0%	→	→
22=	Da Costa	0%	0%	0%	→	→
22=	Poças Junior	1%	1%	0%	↓	→
22=	Warre's	1%	1%	0%	↓	↓
22=	Otima	0%	0%	0%	→	→

Base: All Portugal regular wine drinkers (n≥2,012); =Represents equal ranking; n/a = tracking unavailable for this wave

↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Port brand conversion

Awareness-to-purchase conversion rates remain largely stable year-on-year

Port Brand Conversion: Tracking

% who have bought the following brands in the past three months of those who have heard of it

Ranking '23		2019	2022	2023	Tracking vs. '19	Tracking vs. '22
1	Velhotes	32%	35%	35%	→	→
2	Dona Antonia	29%	29%	27%	→	→
3	Ferreira	30%	23%	24%	↓	→
4=	Porto Cruz	14%	12%	12%	→	→
4=	Offley	18%	12%	12%	↓	→
6=	Sandeman	11%	10%	10%	→	→
6=	Cálem	12%	9%	10%	↓	→
8	Real Companhia Velha	11%	11%	9%	↓	→
9	Burmester	7%	8%	7%	→	→
10=	Croft Port	11%	8%	6%	↓	→
10=	Ramos Pinto	10%	8%	6%	↓	→
12=	Taylor's	9%	6%	5%	↓	→
12=	Dow's Port	6%	4%	5%	→	→
12=	C.N. Kopke	7%	7%	5%	→	→
12=	Borges	4%	5%	5%	→	→

Ranking '23		2019	2022	2023	Tracking vs. '19	Tracking vs. '22
16=	Barros	5%	5%	4%	→	→
16=	Messias	4%	3%	4%	→	→
16=	Dalva	7%	8%	4%	→	↓
16=	Da Costa	5%	6%	4%	→	→
16=	Graham's Port	9%	5%	4%	↓	→
21=	Krohn	5%	3%	3%	→	→
21=	Warre's	6%	7%	3%	↓	↓
21=	Romariz	5%	3%	3%	→	→
21=	Cockburn's	4%	4%	3%	→	→
25=	Otima	5%	0%	2%	→	→
25=	Poças Junior	5%	4%	2%	→	→
25=	Fonseca Porto	6%	3%	2%	↓	→

Base: Those who have heard of each brand; =Represents equal ranking; n/a = tracking unavailable for this wave
↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Port brand consideration

In line with increased purchase rates, consumers are increasingly considering Velhotes compared to 2019. Consideration rates are declining for many other top brands, further suggesting narrower drinking repertoires

Port Brand Consideration: Tracking

% who would consider buying the following brands of those who have heard of them

Ranking '23		2019	2022	2023	Tracking vs. '19	Tracking vs. '22
1	Dona Antonia	63%	64%	62%	→	→
2	Velhotes	48%	55%	52%	↑	→
3	Ferreira	54%	50%	48%	↓	→
4	Real Companhia Velha	46%	43%	38%	↓	↓
5	Sandeman	38%	39%	37%	→	→
6	Cálem	32%	33%	34%	→	→
7	Burmester	38%	37%	33%	↓	→
8	Offley	36%	34%	30%	↓	↓
9=	Porto Cruz	33%	34%	29%	→	↓
9=	Taylor's	31%	29%	29%	→	→
9=	C.N. Kopke	30%	30%	29%	→	→
12	Ramos Pinto	35%	31%	27%	↓	→
13	Graham's Port	32%	27%	25%	↓	→
14=	Croft Port	33%	29%	24%	↓	↓
14=	Romariz	27%	25%	24%	→	→

Ranking '23		2019	2022	2023	Tracking vs. '19	Tracking vs. '22
16	Otima	37%	29%	23%	→	→
17=	Dow's Port	23%	23%	22%	→	→
17=	Da Costa	21%	22%	22%	→	→
17=	Warre's	25%	26%	22%	→	→
17=	Dalva	24%	24%	22%	→	→
17=	Cockburn's	25%	30%	22%	→	↓
22	Barros	23%	24%	21%	→	→
23=	Borges	21%	25%	19%	→	↓
23=	Messias	23%	21%	19%	→	→
25	Krohn	23%	23%	18%	→	→
26	Fonseca Porto	26%	23%	17%	↓	↓
27	Poças Junior	23%	22%	15%	↓	↓

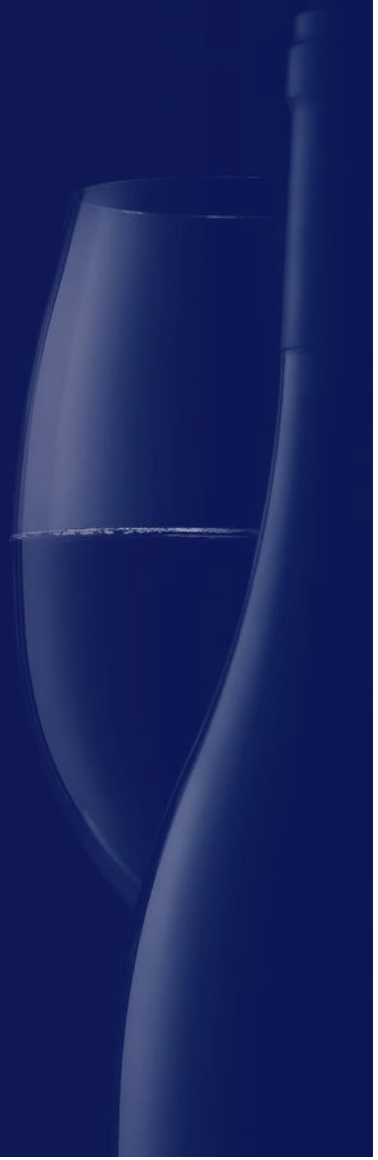
Base: Those who have heard of each brand; =Represents equal ranking; n/a = tracking unavailable for this wave

↑/↓ Statistically significantly higher/lower than the previous wave(s) at a 95% confidence level

Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers; Note: Results for all brands available in the data table

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

Research Methodology



Research methodology

Quantitative

The data was collected in Portugal since July 2019.

The following waves July + October 2019 and July + October 2022 were tracked against July + November 2023.

Data was gathered via IWSR's Vinitrac® online survey.

Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-trade or in the on-trade.

Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis.

The data is representative of Portuguese regular wine drinkers in terms of gender, age and region.

The distribution of the sample is shown in the table:

		Jul + Oct-19	*Jul + Oct-22*	*Jul + Nov-23*
	n=	*2,405*	*2,014*	*2,012*
Gender*	Male	56%	53%	52%
	Female	44%	47%	48%
	Total	***100%***	***100%***	***100%***
Age	18-24	2%	4%	3%
	25-34	13%	11%	7%
	35-44	19%	16%	15%
	45-54	20%	20%	21%
	55-64	19%	19%	21%
	65 and over	27%	29%	34%
	Total	***100%***	***100%***	***100%***
Region	North	35%	37%	37%
	Center	47%	45%	45%
	South	15%	16%	16%
	Islands	3%	3%	3%
	Total	***100%***	***100%***	***100%***

*Please note that additional Gender categories were also surveyed. These categories fell naturally in the sample and were not enforced via quotas
Source: IWSR, Vinitrac® Portugal, July/October 2019, July/October 2022 and July/November 2023 (n≥2,012), Portugal regular wine drinkers

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

About
IWSR Drinks Market Analysis

IWSR
drinks market analysis

IWSR is the leading source of data and intelligence on the beverage alcohol market. The IWSR database, essential to the industry, quantifies the global market of wine, spirits, beer, cider and RTDs (ready-to-drink) by volume and value in 160 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts, as well as consumer behaviour. IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and beverage-alcohol market suppliers.

IWSR's unique methodology allows Portugal to get closer to what is actually consumed and better understand how markets work. IWSR boasts a team of global analysts, each of whom is equipped with local market expertise and an expansive network of on-the-ground industry contacts. Our analysts meet and speak with their industry contacts throughout the year to capture local insight, key market trends, and the 'why' behind the numbers.

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

IWSR
drinks market analysis

Copyright

This report is for use as per your licence agreement and may not be shared with users outside your organisation by email, intranet or other means.

© All content copyright IWSR Drinks Market Analysis Ltd. All rights reserved. This publication, or any part of it, may not be copied, reproduced, stored in a retrieval system, or transmitted in any form or by any means, whether electronic, mechanical, photocopying, recording or otherwise without the prior written permission of IWSR Drinks Market Analysis Ltd. This report is the product of extensive research work. It is protected by copyright under the Copyright, Designs and Patents Act 1988. The facts within this report are believed to be correct at the time of publication but cannot be guaranteed. All information within this study has been reasonably verified to the author's and publisher's ability, but neither accepts responsibility for loss arising from decisions based on this report.

© 2024 IWSR – For client use only. Not to be reproduced or resold without permission from IWSR

IWSR

drinks market analysis

www.theiwsr.com

enquiries@theiwsr.com

IWSR