

Press Release

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IWSR and mind-set Launch Joint Travel Retail Marketing Intelligence Platform

New Collaborative Product Aims to Give the Beverage Alcohol Industry the Clarity Needed to Navigate the Travel Retail Channel

LONDON - In response to industry demand for greater clarity on how to navigate the travel retail wine and spirits channel through the impact of the Covid-19 pandemic, IWSR Drinks Market Analysis, the leading authority on data and intelligence on the global beverage alcohol market, and mind-set, the worldwide leading agency in consumer research for the travel industry, today revealed plans to launch a new data and insights service.

The new offering, named "1nSpirit - The Wine & Spirits Travel Retail Data Hub," is a global traveller marketing intelligence platform for the wines and spirits sector. It will help industry leaders to re-assess and refine their business strategy through unparalleled access to robust consumption data, forecast analysis and consumer behaviour insights for the travel retail wine and spirits sector.

Available from early 2021, and updated twice a year, 1nSpirit will provide in-depth analysis of travel retail wine and spirits sales and pricing data, a brand and innovation tracker, predictive scenario-based forecasts, path-to-purchase analysis, and consumer sentiment data. The new service will enable industry stakeholders to better understand consumer purchasing drivers by category, sub-category and price point. Interviews with international travellers who have purchased travel retail wine and spirits on their previous trip will provide an additional layer of granularity to the data and insights hub.

1nSpirit will also deliver a monthly update on footfall data across key international airports. Presented in a single, intuitive and interactive online platform, 1nSpirit - The Wine & Spirits Travel Retail Data Hub will make it easy for industry stakeholders to access all the key insights needed to refine business strategies.

Mark Meek, IWSR CEO, said: "We are delighted to be able to provide industry stakeholders with a comprehensive data and insights hub to enable them to strategically assess the global market landscape. Covid-19 has had a drastic impact on the travel sector; global travel retail will see a particularly harsh decline in 2020. IWSR predicts that travel retail consumption volumes will not recover to pre-crisis levels until 2024. However, as regulations on travel ease, we are committed to providing the industry with the data they need to navigate their road to recovery."

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m1nd-set CEO and owner, Dr. Peter Mohn, added: "As the wine and spirits category is a major footfall driver for duty free shops, we believe this new data service is a fundamental requirement for the industry. The combined data analytics from both IWSR and m1nd-set's respective insights offerings will provide unique and much-needed strategic knowledge for brands and retailers to better anticipate market trends during the post-Covid-19 recovery period and beyond. As the name implies, 1nSpirit will help restore, strengthen and even inspire the industry as we rebuild the business together."

IWSR and m1nd-set will share an exclusive preview of the 1nSpirit platform, alongside early insights, at the TRMarketplace virtual event in September 2020.

For more information about 1nSpirit, please contact:

press@theiwsr.com or info@m1nd-set.com

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About the IWSR

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The 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 alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers. For more information, please visit www.theiwsr.com.

About m1nd-set

m1nd-set is the largest independent and privately owned travel and travel retail research agency, based out of Switzerland. It conducts research for clients across all world regions, working for over one hundred companies in the travel sector, including brands from all product categories, as well as a number of the duty free and travel retail associations and several leading retailers in the industry. m1nd-set is present with local interviewers at over 60 airports on a regular basis to conduct on-site research. It also has its own database of regular international travellers. Corporate social responsibility is a fundamental part of the company's philosophy and each year commits a minimum of 10% of profits to charity, mainly for unprivileged children in developing countries. For more information: Dr. Peter Mohn, Owner & CEO | T: +41 21 925 5025 | pmohn@m1nd-set.com | www.m1nd-set.com