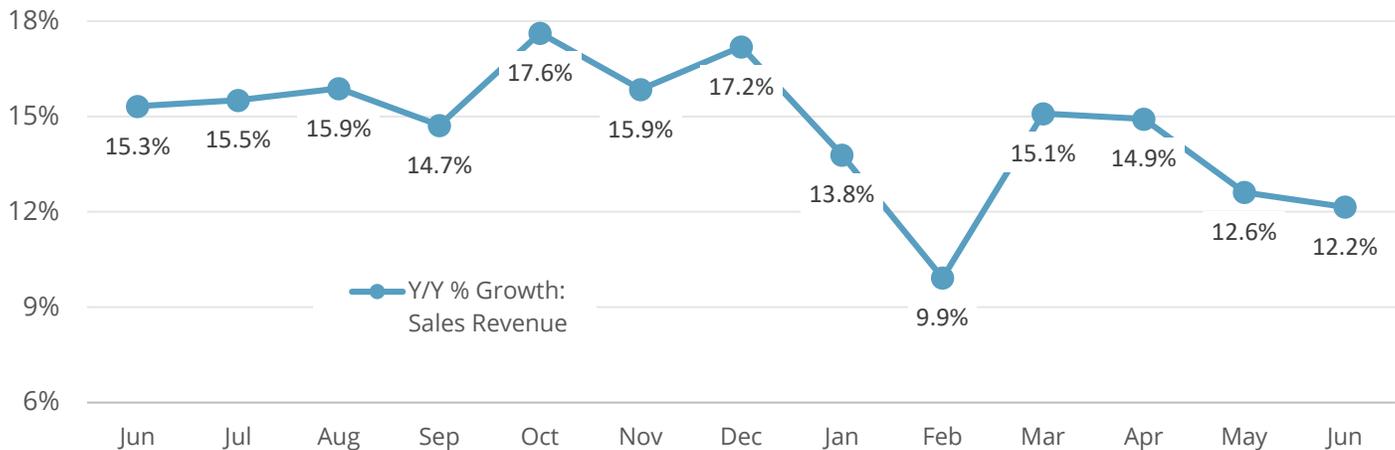


## PREMIUM BOXED WINE

Growth is expected for this category through at least mid-2018. Sales growth will begin to accelerate in 1Q18, supported by recent acceleration in both Personal Consumption of Wine and Real Hourly Earnings.



### THIS FORECAST IS UPDATED AS THE ECONOMY CHANGES – IN REAL TIME

The world is constantly changing and your company cannot afford to rely on outdated insights. Prevedere's cloud solution continuously monitors economic and consumer behavior leading indicators, updates forecasts like this in real-time, and alerts you of future risks and opportunities months ahead of your competition.

To learn more, please contact Todd Carlton at [tcarlton@prevedere.com](mailto:tcarlton@prevedere.com).

## EXTERNAL FACTORS INCLUDED IN THIS CATEGORY FORECAST

This category has historically moved in line with the following economic factors, each with a statistically proven lead time. Changes in these factors can affect future sales performance.

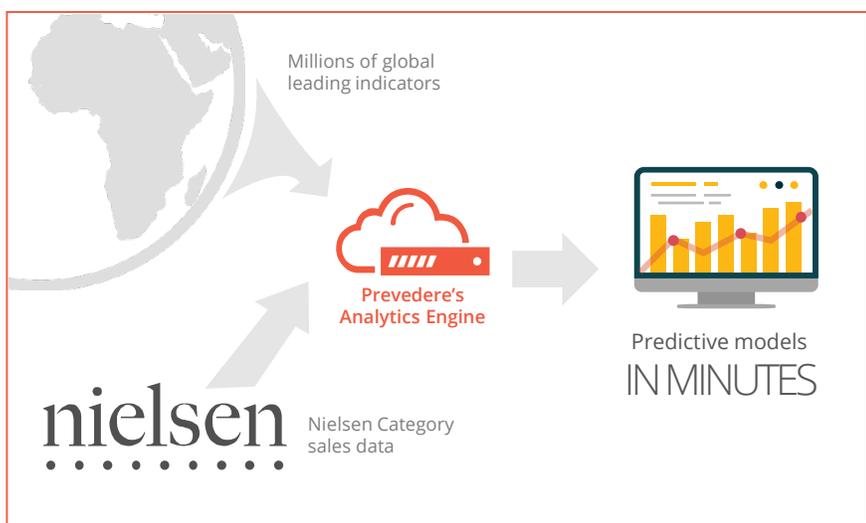
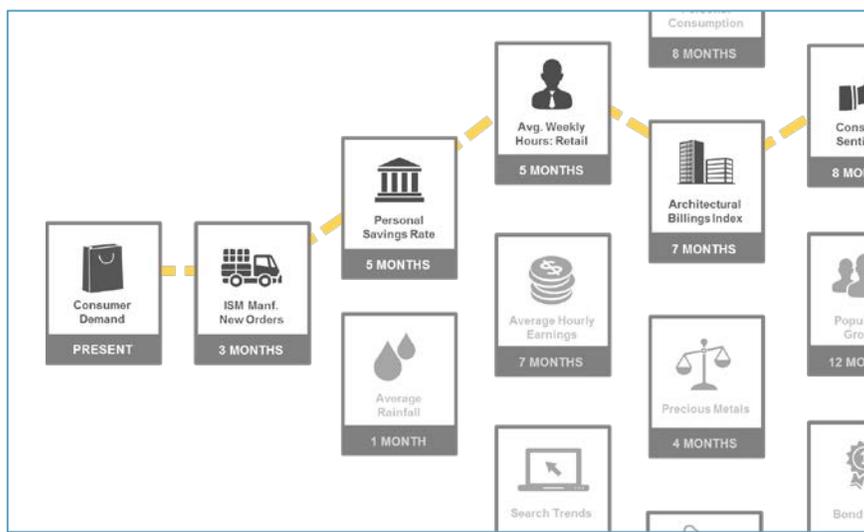
Indicator Description	Statistical Lead Time
 <b>Avg. Hourly Earnings – Beer, Wine, Liquor Stores</b> Measures the average hourly earnings of employees in beer, wine, and liquor stores. Higher earnings could indicate increased demand for the industry.	8 mos
 <b>Real Avg. Hourly Earnings</b> Measures the average hourly earnings of ALL U.S. employees. As consumers earn more they are likely to spend more on entertainment, food and drink, and clothing.	10 mos
 <b>Personal Consumption Expenditures (PCE): Wine</b> Measures national consumer spending on wine and acts as a leading indicator for consumers' willingness to spend more in this category.	11 mos
 <b>Industrial Production: Consumer Goods</b> Measures the manufacturing output of a specific industry. This measure is used a proxy for consumer purchases. As demand for a product increases, manufacturers need to produce more.	15 mos

# Prevedere C360 Category Forecast



## OVERVIEW

Prevedere uses the latest in cognitive computing to develop predictive models of consumer demand for leading CPG and Retail companies. Instead of using historical trends as the basis of future performance, Prevedere analyzes millions of external leading indicators that impact consumers' ability and intent to spend more or less. Every company, product, and category can have a unique set of external leading indicators that influence performance. Mapping this "domino effect" can accurately model future demand.



## METHODOLOGY

As a Nielsen Connected Partner, Prevedere has access to thousands of category sales data. For each category in this report, Prevedere's analytics engine determines the best external factors to include in the predictive model. Prevedere's team of data scientists and economists further refine the model using their years of experience in CPG and Retail industries. The results are highly accurate, data-driven category forecasts that use statistically proven leading indicators.

## HOW YOU CAN USE THESE FORECASTS

By having unbiased, data-driven insights, you can now have a view of future demand like never before. As the economy changes, Prevedere's cloud solution updates these forecast models in real-time, alerting you of any future risks or opportunities to your business.

Inform retailers of future changes in demand so they can maximize sales or increase efficiency

Inform internal financial and operations planners on upcoming risks to your business

Work with purchasing to buy commodities ahead of any price spikes due to increased demand

Optimize marketing ROI by focusing on consumer segments with strongest growth