The use of Google Trends was made to broadly analyse the wine market in the UK. Specifically, the purpose of the analysis was to understand the preference of the market regarding the type of wine, between red, white, rose and sparkling within the most popular regions that produce wine in Europe.

After scraping the websites Vivino and Vinmonopolet and receiving the dataset with the most popular wines and the regions where they are from, we decided to research red, white, rose and sparkling wine associated with the most common areas in Europe where wine is produced, in order to comprehend better the taste of the market we decided to target, and consequently deliver a service that was actually ready to fulfil a hole in the current market.

To run the analysis, the chosen wine type plus the region was selected from the scraping (“red wine + x region”, “white wine + x region”, “rose wine + x region” and “sparkling wine + x region”) in order to determine the most popular type of wine. Additionally, a time frame of one year was added in order to have recent and still current data to analyse, and of course, the research was limited to the United Kingdom.

In each dataset created, an additional column of “total wines” was added to have an overview of the importance of the region in general and determine the most popular wine-producer regions.

Consequently, the datasets of each region were combined, and the line chart shown was created to showcase the results of the research that support the core idea of our business. The chart can visually highlight the most active region in wine production, such as Champagne, which was mainly researched around the end of 2021 and 2022, assuming that it is very popular during festive times; Provence with a significant peak during summer 2022; and Bordeaux and Sicily which remain constantly higher than the average.

Finally, regarding the type of wine, the results were pretty evident from the beginning of the analysis since “red wine” was always the most researched term within all the regions, compared to the other type of wines.