

IWC REACH 2022

INTERNATIONAL WINE CHALLENGE COVERED FROM JANUARY 2022 TO SEPTEMBER 2022



INTERNATIONAL (PRINT & ONLINE CONSUMER TITLES):
342,708,693



NATIONAL PRINT:
17,979,282



CONSUMER (UK MAGAZINES):
5,985,948



NATIONAL ONLINE:
299,482,134



TRADE (PRINT AND ONLINE - INCLUDES INTERNATIONAL TRADE):
11,439,453



REGIONAL:
8,277,459

TOTAL: 685,872,969

(+ 116,838,582 (+21%) FROM PREVIOUS YEAR)

Source: Kantar and Cision (Gorkana)



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www.internationalwinechallenge.com