Consumer Countries/Markets

- Insights into South Korea’s wine market

South Korea is one of Southeast Asia’s most attractive markets for wine exporters, given an affluent population who are increasingly interested in wine. According to a USDA Foreign Agricultural Service report, France was the leading supplier of wine to Korea in 2014, followed by Chile, and then Italy.

Consumption of imported wine is being driven by the Millennial generation of urban, middle-class professionals, who are travelling with greater frequency and being exposed to Western culture. That said, the market for imported wine is almost totally dominated by Seoul and, unlike China, Korea has no really important tier 2 and 3 cities. The nation’s capital, however, has seen a recent boom in the number of nightclub openings and the on-trade is where we are increasingly focusing our attention. Weddings are another growing avenue for Codorníu as more and more young professionals shun spirits and beer at weddings in favour of Western traditions.

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- The big trends on the East Coast of the US.

US wine consumers are evolving rapidly. They’ve had little choice not to. The breadth and depth of wine information now available is staggering, and the level of knowledge and professionalism in restaurants, wine bars and retail shops is unprecedented. Loaded with information with which to plot their own wine course, an entire new generation has chosen to figure it out on their own, eschewing any hand-me-down stereotypes.

This generation is, of course, the Millennials, who now form the US’s largest generational demographic, and are now of legal drinking age.

This changing consumer landscape has had a polarising effect: Go big or go craft.

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Global Trends - Wine Industry Key Elements
China grows wine in space to beat harsh climate

China has flown vines into orbit on its new ‘space palace’ laboratory, Tiangong-2, to experiment with vines’ resistance to drought and cold weather.

China launched Cabernet Sauvignon, Merlot and Pinot Noir vines into space on a rocket during its mid-autumn festival celebrations on 15 September.

Chinese scientists hope that growing the vines in space for a short time will trigger mutations that may make the plants more suitable for the harsh climate in some of the China’s emerging vineyard regions.

In particular, scientists want to see whether genetic mutations in space make the vines more resistant to cold, drought and some viruses.

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