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Economic Environment

Gen Z Wine Consumers: What Do They Want from the Wine Industry?

While many wine marketers have been focusing on selling wine to millennials, more than 20 million Generation Z consumers have reached legal drinking age since 2016, according to US Census figures. Gen Z already represents up to $143 billion in buying power accorded to Forbes. However, very little is known Gen Z’s behaviour as wine consumes.

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Global Trends - Wine Industry Key Elements

South African Wine Industry Responds to Allegations Regarding the Effect of Pesticides on Workers

The South African wine industry has denied allegations made by some labour groups that winegrape producers are using illegal pesticides that are harmful to farm workers.

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Wine Institute Welcomes Progress in Japan Trade Talks

The Trump Administration announced over the weekend that US and Japanese trade negotiators have reached an agreement in principle that would reduce tariffs on agricultural products including wine. “Japan is a vitally important market for U.S. wineries. We are pleased with this progress”, said Bobby Koch, President and CEO of Wine Institute.

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