Global Trends - Wine Industry Key Elements

- **Balance of power shifts to producers as bulk wine outstrips bottled supply**

Unpredictability is the new norm, securing supply has become more critical than price and power has shifted from buyers to producers. The time when buyers had the upper hand, could come to the market and buy cheaply close to harvest time is over. The new reality has very much placed the balance of power in producers hands. Reasons given for this shift included a predicted continuing rise in global consumption, against a backdrop of a severely reduced 2017 vintage, that is now impacting on global supply, with production from adverse weather affected vineyards also likely to be down at the following harvest in many parts of the world. [Click here to read more](#)

- **Organic wine growth outstripping rest of market in France and UK**

Europe is the world’s biggest producer of organic wines by far, accounting for 90% of total global organic vineyards, and three quarters of this is concentrated in just three countries – Spain, Italy and France, with Spain emerging as the biggest producer with 106,719 ha of organically cultivated vineyards. Although the 333,000 ha of organic vineyards around the world only represents 4.7% of the world's total wine growing surface area, that is rising fast, boosted by an increasing interest in healthier eating and lifestyles. [Click here to read more](#)