Consumer Countries/Markets

USA wine consumption driven by premiumisation

More people in the United States of America (USA) are drinking wine and Euromonitor International expects this trend to continue, predicting that the nation’s wine market will grow 1.2 per cent a year to 2022. At the same time, income mobility is seeing the shrinking of the American middle class as people transition to upper-income households. [Click here to read more]

Global Trends - Beverages

The rosé revolution

Globally, volumes of rosé have been growing since 2011, according to Vinexpo’s 2018 report, increasing from 223m nine-litre cases in 2011 to 237m in 2016. They are predicted to rise further, to 252m by 2020. Nevertheless, rosé only accounts for just 10.1% of the global market (a figure predicted to rise to 10.6% by 2020), compared with 34.5% for white and 55.3% for red. But what rosé might lack in volume, it makes up for in style. [Click here to read more]