Consumer Countries/Markets

California Domestic Wine Revenue Successfully Endured A Decade Of Retail Flatness

It appears that California wine lost 3% of domestic market share to imports over the past decade, but in hard cash, its domestic wine revenue increased. While in 2017 total domestic wine retail sales had increased to 403 million cases and $62.2 billion, California's portion of that business represented 60% of cases sold, a 3% drop from a decade earlier. At the same time per capita U.S. wine consumption has been flat over the past decade. The average retail value had risen to $12.15/bottle. At 70-plus million in population, American Millennials still drop a fair amount of dollars on wine, but flatness in the wine market over the past decade seems to indicate they likely stay within their comfort zone. Apparently, the attraction is solid: even though Generation X has been spending more on wine annually ($5,717) than Millennials ($4,163), an article in The Drinks Business tells us the latter group has future plans for their wine budget.

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South Africa has all legislative and policy tools for land redistribution

The blunt reality is that the legislative and policy tools for land redistribution, restitution and reform to redress landlessness and inequality have existed for most of democratic South Africa, but politics, patronage and governance paralysis have made it impossible so far.

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