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Global Trends - Wine Industry Key Elements

Are consumers growing weary of the traditional 750ml glass wine bottle?

The 750ml glass bottle still makes up 50% of wine sales, but the most common downside is that its five servings of wine begin to deteriorate once opened, leading to potential waste for the consumer. The size of the average US household is shrinking and consumers are generally seeking to drink ‘less, but better’, consumers often have to think twice about whether or not to open a bottle, knowing that much of it will go to waste.

Nielsen data shows US wine sales grew by 5.6% in 2016, of that, wine in Tetra Pak containers grew 21%, 3-litre bag-in-box grew 13%, and wine in cans grew 100%. The strong growth curve of these packaging types still represents a small percentage of overall wine sales, limited by the lack of premium appeal compared to the traditional glass wine bottle. Click here to read more

Major Wine Producing Countries

VINPRO Produksieplan/Production Plan

Die 2017 Produksieplannne is op die SAWIS webtuiste beskikbaar. Click here to read more