Consumer Countries/Markets

US alcohol consumption declines for second year

Alcohol consumption levels were down 0.2% in 2017 compared to the previous year, dropping to 17.6 million gallons, or 7.4m nine-litre cases. This is more than double the decline seen in 2016. Spirits consumption rose 2.3% in 2017, and wine sales were also on the up with a 1.3% growth in volume sales. However, these positive performances were unable to offset the -0.5% decline of beer, which controls 79% of total beverage alcohol in the US. The IWSR said the decline is “directly related” to the “slow-building” trend of moderation or abstaining from alcohol.

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Global Trends - Wine Industry Key Elements

Canadian university to create wine consumer lab

Canada’s Brock University is to create the world’s first augmented reality, virtual reality and sensory reality consumer wine lab; which will explore how drinkers chose the wine they drink and buy. By allowing researchers to understand how people purchase and drink wines, it will help wineries know how to best market their wines.

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Scandinavia to Host Grapegrowing Conference

The grape and wine industry in Denmark and Sweden will host the fifth VitiNord International Viticulture and Enology Conference from July 30 to Aug. 3, 2018 in Malmö, Sweden, and Copenhagen, Denmark. The goal of the VitiNord conference is to promote the advancement of viticulture and enology in northern environments characterized by cool or short summers and/or cold winters. The program focuses on research and practices being used in northern winegrowing regions and features
sessions on new technologies and innovative winemaking techniques for grapes grown in cool and cold climates.

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