Global Trends - Wine Industry Key Elements

Italy seen benefitting the most from rising wine consumption worldwide in next four years

Worldwide wine consumption will grow by 4.3% over the next four years, led mainly by buyers in China (21.6%) as well as Russia (6.1%) and the United States (5.7%). These statistics from ISMEA agricultural research and funding institute were presented at Vinitaly, the 51st edition of the international wine trade show in Verona, which ends today.

ISMEA also foresees a 2.4% growth in production; this would be more contained than the growth in consumption.

Italy is expected to be the most dynamic country through 2020, with a 10% increase in global sales (by value;) this would place them ahead of France and Chile (+6.1%,) the USA (+4.3%,) and Spain (+3.6%).

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UK leads Europe for online booze sales

A new report has shown the UK is leading the European market in online booze sales, with more than three time as many consumers buying online than the global average.

The report showed that around 21% of UK consumers had brought alcohol online, behind only China (27%) and Japan (22%). This compares to a global average of around 8%, according to Nielsen’s Global Connected Commerce study in September 2016, which surveyed more than 30,000 respondents with online access in 63 countries.

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