Global Trends - Wine Industry Key Elements

Millennials and the wine market

Millennials are people born between 1981 and 1995, which means that they are currently 21-35 years old. The previous demographic groups are Gen X (1961-1980, aged 36-55) and Boomers (1945-1960, aged 56-71).

Are Millennials really all that different?

Lulie Halstead of Wine Intelligence gave an interesting talk on Millennials, and whether or not we make too much of them in marketing discussions.

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Major Wine Producing Countries

New Zealand grape harvest smaller but ‘full of promise’

New Zealand’s 2017 grape harvest has been smaller than expected, down 9% on last year, according to New Zealand Winegrowers. However, wineries are positive about the vintage quality.

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