Consumer Countries/Markets

New data reveals Australia’s beverage trends, from beer and spirits to zero alcohol

Beverage purchase data from pubs and bars across major Australian cities has revealed beer is Australia’s favourite beverage and is mainly consumed at lunchtime and in the afternoons.

Spirits are the second favourite – and is the number one category among women, surpassing wine purchases – mostly consumed late at night.

The data compares beverage purchases across four categories: beer, wine, spirits and non-alcoholic drinks. While beer makes up 45 percent of all beverage purchases, spirits is the next favourite at 33 percent of all beverage purchases. Wine is third on the list, at 19 percent of all purchases, and non-alcoholic drinks make up just four percent of purchases.

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Economic Environment

Which Brexit? Good, Bad & Ugly Scenarios for Global Wine Markets

How much will the global wine market be disrupted? It depends upon exactly how Brexit unfolds.

- Too Good to Be True: Buffet Brexit
- Not-So-Bad: BFF Brexit
- The Bad: Break-Up Brexit
- The Ugly: Train Wreck Brexit

By Mike Veseth, editor of The Wine Economist Click here to read more

Global Trends - Beverages
Cognac sales reach value and volume highs in 2016

Sales of Cognac reached their highest level in terms of volume and value in 2016, the body which oversees the Cognac industry has reported.

Cognac exports continued to rise in 2016 with volume and value increases of 6% and 6.8% respectively. According to the Bureau National Interprofessionnel du Cognac, a total of 179.1 million bottles were exported in 2016, resulting in a turnover of 2.76 billion euros.

The Cognac industry, which accounts for more than 20% of French wine and spirit exports, saw continued traction within the North American Free Trade Agreement (NAFTA). A steady increase in shipments to the United States – Cognac’s largest market for the past 25 years – is largely to thank for this achievement, with 74.1 million bottles shipped this year alone.

Exports to the Far East were stable during the same period, with export volumes up 1% to 51.1 million bottles and value up 3%.
These figures contrast with those reported for Europe, where a difficult economic climate contributed to a decline in total shipments to 39.4 million bottles. Volumes and value are down 1.2 % and 1% respectively.

The pattern of increased exports to the rest of the world (Africa, the Caribbean etc.) showed no signs of stopping in 2016, both in terms of volume (+ 5.4 %) and value (+ 5,1 %).

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Technology

New innovations in biotechnology mean good news for wine drinkers

Using a technique that cuts out unwanted copies of a genome to improve the beneficial properties of a compound, researchers working at the University of Illinois College of Agricultural, Consumer, and Environmental Services (ACES) claim to have produced a yeast that could vastly increase the quality of wine while also reducing its hangover-inducing properties.

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