Global Trends - Wine Industry Key Elements

Wine experts warn of growing anti-alcohol sentiment and aging boomers

The industry has been riding on the "wine is good for you" trend since the early 1990s, but "negative" press about alcohol is growing. A 1991 story by CBS News' "60 Minutes" program on the "French paradox," suggesting red wine could be good for you, drove up consumption. But in more recent years, the industry has paid scant attention to growing bad publicity.  
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UK supermarket Sainsbury’s to merge with Walmart-owned Asda

The combined business will have revenue of £51 billion and will account for £1 in every £3 spent on groceries in the UK. That will put it on a level footing with the UK’s largest grocery retailer, Tesco, which also turned over £51 billion in its last financial year. But according to Kantar Worldpanel, Asda and Sainsbury’s combined share of 31.4% of the UK grocery market will eclipse Tesco’s 27.6%. The acquisition will need the approval of the Competition and Markets Authority (CMA), which is likely to pay close scrutiny and could suggest Sainsbury’s sell off assets in order to avoid monopolising the grocery market. 
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Sainsbury’s and Asda confirm £12bn merger and hint at 10% price cuts. [Click here to read more]