USA: Lower price categories see stagnant or lower growth on price drops. Top end still booming

- Notice: from left to right you see the price segments increasing, with the average of each price segment represented by the orange bars.
- The main highlight in this graph is the drop in price (green line) for the $12-14.99 price segment, and the increases in the $15-19.99 and >$20 price segments.

Click here to read more
Global Trends - Wine Industry Key Elements

9 Gen Z Habits for Marketers to Keep an Eye On

They do not know a reality where smartphones, touchscreens and WiFi don’t exist.

1. We get a lot of our news from social media.
2. We FaceTime instead of texting.
3. We don’t watch TV.
4. No one asks for your number anymore.
5. We don’t read.
6. We have two Instagram accounts.
7. College is more important to us than you think.
8. We take pictures of everything.
9. We’re a confident generation.

Click here to read more

A Robot That Will Replace Your Smartphone is Already in the Works

Meet Pepper

One day, we will all have robots instead of smartphones. The life-like droids will advise you on various matters, help you buy things, and even make your coffee just the way you like it.

Click here to read more

Major Wine Producing Countries

Italy faces ‘one of smallest wine harvests for 60 years’

Italian wine body Assoenologi estimated that Italy would see one of its smallest wine harvests for 60 years in 2017, down by 25% on last year and coming in at 41.1 million hectolitres. That’s still equivalent to nearly 5.5 billion bottles.

Click here to read more

Natural / Physical Resources

Weather-related disasters are increasing

The number of natural disasters worldwide has more than quadrupled since 1970 to around 400 a year. There are six times more hydrological events, such as those in Texas or South Asia, now than in 1980. Yet fewer people are dying, thanks to improved building strength, flood-prevention schemes
and other measures.
Click here to read more