Global Trends - Wine Industry Key Elements

- USA: Social Advertising Isn´t Really Driving Conversions

Overall, out of the various social networks mentioned, respondents were more likely to buy something based on a Facebook ad they saw compared with other social networks. But again, social commerce adoption among these respondents was low. For the most part, a large share (45%) reported that they have never purchased anything based on ads they saw from these social media sites. Meanwhile, over a third said they just don't use social media.

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Major Wine Producing Countries

- Highlights from New Zealand Winegrowers annual report

- Shipments of New Zealand wine to the US hit $517m, a 12% increase on last year making New Zealand wine the third most valuable wine importer into the US after France and Italy.
- In terms of volume, the UK was the biggest export market for New Zealand, with 74m litres of wine being shipped there at a value of $389m.
- Traditionally more bulk wine has been sent into the UK market. Behind the US and the UK came Australia, Canada, the Netherlands and China.
- The most exported New Zealand grape variety was Sauvignon Blanc, followed by Pinot Noir and Chardonnay.
- Of a total growing area of 37,129 hectares, Sauvignon Blanc accounts for the lion’s share with 22,085 ha, an increase of 685 ha from the previous year. The second most popular variety was Pinot Noir, with 5653 ha, followed by Chardonnay at 3203 ha and Pinot Gris (2469 ha).
- Marlborough is overwhelmingly the largest region in New Zealand, with 25,135 ha planted in vines, followed by Hawke's Bay (4694 ha), Central Otago (1896 ha) and Canterbury/Waipara (1425 ha).
- The number of wineries was 677; they reached a peak of 703 in 2012.
- New Zealanders drank 40 million litres of imported wine during the past year, most of it Australian (29m litres), with the next two most popular French and Chilean.
• The November Kaikoura earthquake damaged an estimated 20% of Marlborough’s tank capacity, but by harvest time all of the lost capacity had been restored or replaced.

Source: New Zealand Winegrowers

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