Consumer Countries/Markets

2017 China wine imports

China’s wine imports rose further in 2017, with Australian, Chilean and Georgian wines showing significant growth. Meanwhile, Higher average prices for bulk and sparkling wines suggest the market’s increased demand for quality. Imported bottled wines rose by 14.6% in volume and 16.4% in value in 2017 versus 2016, according to the latest Chinese customs figures. If bulk and bottled wines are added together then 745 million litres of wine worth 2.8 billion US dollars reached China during the year 2017—a 16.9% increase in volume and 18% increase in value. The increase reflects the positive effects of China’s various Free Trade Agreements, which have cut wine tariffs, said trade professionals.

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Global Trends - Beverages

Alcoholic drink trends: hybrid products and drinking in moderation

The widening spectrum of low- and no-alcohol options and smaller packs and serving sizes are finding relevance in mature markets, according to Euromonitor. According to the market research firm, non/low-alcohol beverages, particularly beer and spirits, are seeing dynamic growth not only in traditional non-imbibing regions like the Middle East, but also in mature markets including Western Europe and the US, driven by a growing health-conscious population and higher-quality product releases.

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Global Trends - Wine Industry Key Elements
Why produce organic wine?

For a growing number of wine producers, organic is not just a expanding market to tap into: it’s a fundamental philosophy of their business and a necessity for the longevity of their enterprise and land. 
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Is Organic Really Better?
Here are four common, pervasive myths about GMOs and organic foods. Understanding what the science says can help consumers ensure that they choose the food that will best keep them healthy.
Myth 1: Organic Food Is Safer Because It Doesn’t Touch Pesticides
Myth 2: Organic Food Is Healthier
Myth 3: GMOs Are Dangerous to Eat
Myth 4: GMOs Are Bad for the Environment
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