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Global Trends - Wine Industry Key Elements

Consumers Don’t Like and Don’t Trust Digital Advertising (Infographic)

Pop-up ads, slower page-load times and irrelevant ads are just a few of the reasons why.

Consumer behavior is perhaps the most dynamic variable in the advertising industry. While there are certain things consumers love about digital media—including live streaming, second-screen experiences and even interactive, personalized experiences—consumers seem consistently unhappy with digital advertising. As a result, more and more consumers are using ad blockers.

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Major Wine Producing Countries

US Becomes Main Export Market For Portuguese Wine

The US has become the largest export destination for Portuguese wines, replacing long-time leader Angola.

Last year, sales to the North American market grew more than 8% to about €74.8 million. This performance helped offset a €40 million drop in exports to the Angolan market.

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