Consumer Countries/Markets

Women now the top wine consumers in Germany

There are four major factors that influence wine consumption behavior - age, gender, social class and frequency. When it comes to gender, women have now overtaken men in wine consumption, being responsible for 56% of overall wine drinking and 55% of the value. While men still pay a fraction more for wine - an average of €5.14 per litre of wine versus €4.88 for women - women are paying more overall, at an average of €185.00 per year versus €175.00 for men. Men still drink more red wine than women, and are less likely to drink rosé; however, taste preferences are slowly converging.

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Finland goes wild for natural wine

The natural wine movement has found a home in Helsinki. While it’s no surprise to hear about natural wine festivals in Nordic capitals like Copenhagen or perhaps even Stockholm, what’s less expected is that natural wines have found a solid fan base in Helsinki. Just a couple of years ago nobody in Finland knew about natural wine, but now consumers can’t seem to get enough of it. Wine consumers in Helsinki are much more familiar with these products. The Helsinki Natural Wine festival is looking to crown Helsinki the Nordic capital of natural wine—and it just might do that.

Not everyone is happy. Finland’s biggest daily newspaper Helsingin Sanomat published a belittling article about natural wine titled “Thoroughly weird natural wines” just two days prior to the Helsinki Natural Wine festival. The article underlined bad shelf life and oxidation, and turned quickly from explaining ‘what is natural wine’ to ‘why natural wine is bad’. On their website the publication declared “Helsingin Sanomat panel tasted and squashed trendy natural wines”

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Economic Environment
Economic Conditions Snapshot, March 2019

Respondents report an overall wary economic outlook and are increasingly concerned over trade. Yet there are signs of optimism among emerging economies and for companies’ prospects.

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Global Trends - Wine Industry Key Elements

Euromonitor Top 10 Global Consumer Trends 2019

2019 will be a year of change. With increased purchasing power, empowered consumers are pushing brands to embrace their values. Connected consumers are finding the joy in disconnecting. Older consumers want to feel and be treated as younger, says Euromonitor.

1. Age agnostic
2. Back to basics for status
3. Conscious consumer
4. Digitally together
5. Everyone’s an expert
6. Finding my JOMO
7. I can look after myself
8. I want a plastic free world
9. I want it now
10. Loner living

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