Global Trends - Wine Industry Key Elements

ProWein Business Report 2019

Climate Change changes the Global Wine Industry

- 73% of people polled expect concrete effects of climate change on their companies
- Wine producers focus on climate-adapted grape varieties and new oenological practices
- Consumers prefer lighter and more refreshing wines – in contrast to climate development
- Economic and ecological sustainability of outstanding importance for the future of the industry

Commissioned by ProWein, Geisenheim University for the third time now surveyed more than 1,700 experts in the wine industry from 45 countries on international wine markets, marketing trends and the economic situation in mid 2019. This year’s survey focused on the effects of climate change on the global wine industry. The study covers the complete value chain of wine. The respondents include both wine producers (wine-growing estates, wineries, cooperatives) and intermediaries (exporters and importers) as well as marketers (wholesalers, specialist retailers, hotels and gastronomers).

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Major Wine Producing Countries

Australia unveils ‘label directory’ to protect wine brands

Legislation introduced by the Australian parliament today will establish a wine export label directory to protect Australian wine brands from copycat and fake labelling.

The directory, to be established by industry body Wine Australia, will help Australian wine brands to protect their intellectual property rights against those who wish to misuse them for their own gain. Called the Wine Australia Amendment (Label Directory) Bill 2019, the legislation grants permission for the creation of a “public-facing online database” of all Australian wine export labels.

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