Global Trends - Beverages

Global volumes of wine expected to dip, while value will rise, predicts IWSR

By 2023 the volume of wine sold globally will show a slight decline, while values will inch up according to the International Wine & Spirit Record (IWSR).

The market analysts have forecast that the volume of still wine sold around the world will decline by 0.1% and value will increase by 0.8% per annum between 2018 and 2023. Still wine's share of total wine sales is expected to fall marginally by volume from 89 to 88%, but maintain its value share at 83% of sales.

In terms of price, the IWSR has predicted that global sales of wine costing under $10 per bottle will reduce by 0.6% in volume and 0.3% in value each year. In marked contrast, sales of wines over $10 per bottle are expected to grow by 2.6% in volume and 2.7% in value each year.

If the IWSR's predictions come to fruition then the volume share of wines under $10 per bottle would fall from 87% to 85% and their value share would drop from 65% to 62%.

By 2023, the IWSR expects the biggest still wine market in the world to be the US in both volume and value terms, while Italy will be the second largest market in volume, but third in value. France will be the third largest market in volume terms, but does not even appear in the top ten markets in value.

Germany will be the fourth largest market in terms of volume, though sixth in value. The fifth largest market in volume terms will be China, though the Asian giant is predicted to be the second largest market in value terms. Spain, currently one of the world's top three producers, is predicted to come eighth in the rankings in both volume and value terms, while the UK is expected to be the fourth largest wine market by value, and the sixth in sheer volume.

Australia will be the 9th largest market in value terms, and 11th in volume. The only change in these rankings in terms of volume compared to 2018 is that Romania displaces Australia in tenth place.

In value there is more movement amongst the top countries, with Italy moving up from fifth to third place, while the UK will drop from third to fourth and France from fourth to fifth place. Spain and Australia will switch positions eight and nine, while Brazil will leap into tenth place, displacing Japan.

The fastest growing still wine markets by value are predicted to be China (up by 3.9% per
Spain and Brazil (each up 2.4% per annum), the US (up 1.7% per annum) and Canada (up 1.4% per annum).

Outside the top ten, India is forecast to record the fastest growth rate, up by 9.9% per annum. However, it is expected to remain a relatively small market with still wine sales in the region of $455m and ranked 42nd by 2023. In contrast, the US still wine market is expected to reach $35bn over the same time frame, and China $17bn.

Mexico and Poland are both slated to experience strong growth during the period, up by 3.8% and 3.6% per annum respectively. The Polish market is forecast to reach almost $1bn, while Mexico is expected to be close to $800m by 2023. Hardest hit will be France where the value of still wine sales are predicted to be down by 1.9% and the UK down by 1.8%.

Source: MarketIQ/VINEX

Global Trends - Wine Industry Key Elements

The European Commission publishes harmonised oenological practices authorised in the EU

Following the publication of new rules to simplify and clarify wine making practices in the EU in June 2019, and as required by those rules, the European Commission has published today in all EU languages the detailed files of the International Organisation of Vine and Wine (OIV) code of oenological practices.

The oenological practices are defined, their objectives highlighted, as well as their conditions of use and the types of wines to which they apply. They include various types of fermentation, of treatments, of pasteurisation or ways to acidify or de-acidify wine.

Wine in Moderation launches major rebranding

"CHOOSE | SHARE | CARE" is the new message of Wine in Moderation with an innovative visual identity. The new Brand Strategy, message and visual identity are a result of a year-long reflection at the conclusion of the Wine in Moderation´s 10th year in existence.