Global Trends - Wine Industry Key Elements

What’s Next in Wine’s New Normal?
The pandemic has already brought changes to how we drink wine, but will they be permanent? A reversal of the moderation/abstinence trend and a turn towards wine is debatable, but it is inarguable that Covid-19 has forced an industry re-evaluation – and a welcome spurt of innovation – which will be indispensable in the years to come.

Click here to read more

Beverage alcohol will take five years to rebound from coronavirus, predicts IWSR
Although global beverage alcohol volume increased slightly in 2019, reversing declines from the year prior, it will be five years before the global industry rebounds from the Covid-19 crisis, according to IWSR. “In many ways, 2019 was perhaps the last ‘normal’ year for the drinks industry,” it says.

Any bright spots?
Click here to read more

How COVID-19 is shaping global consumer trends
COVID-19 has accelerated a number of 'mega' consumer trends and halted others, according to the strategic market insight provider Euromonitor International, providing insight into how consumers' shopping habits are being shaped in the short and long term.

Healthy Living
Connected Consumers
Middle Class Retreat
Experience More
Click here to read more