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Consumer Countries/Markets

British millennials: what are they drinking?

Targeting “millennials” is a common theme among brand owners in the drinks industry, but how much does this consumer group actually spend on BWS, and what do they like?

According to Nielsen, millennials represent around 14% of the population of Great Britain, although they account for less than 5% of total beers, wines and spirits (BWS) sales in the country.

In terms of their drinks preferences, Millennials are more likely to buy white or sparkling wine than spirits or beer, although they have a penchant for US whiskey.

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Global Trends - Wine Industry Key Elements

The wine grown in a South African township

Township Winery and its growers hope to use wine to help change Nyanga-East neighbourhood’s reputation.

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