Global Trends - Beverages

Surging demand for low- and no-alcohol wines
Lockdowns have seen consumers grapple with their relationship to alcohol. Many of them are choosing no-alcohol products instead. The appetite for alcohol-free sparkling wine has risen significantly during the Covid-19 pandemic, according to both importers and leading producers. Click here to read more

Global Trends - Wine Industry Key Elements

Sustainable packaging solutions have been at the top of corporate and social responsibility agendas in the drinks industry for many years.

IWSR research shows that environmental concerns are having an increasing influence on consumer purchasing decisions. Sustainable packaging solutions have been at the top of corporate and social responsibility agendas in the drinks industry for many years. Whether relating to recyclable materials, responsible sourcing, water use, or weight, brands are continually exploring new ways to enhance the green credentials of their bottles, boxes and cans – or, indeed, the liquid itself.

IWSR research shows that environmental concerns are having an increasing influence on consumer purchasing decisions. As such, the motive for distillers, winemakers and brewers to adopt sustainable packaging innovations has become more than ethical – it’s in their commercial interests, too. “All consumer goods companies today know that the impact of their packaging on the environment is very visible to their consumers, and that in order to protect and grow their business in the future, having a sustainable packaging strategy is essential,” says Emily Neill, COO, research and operations at IWSR.

The paper bottle is one packaging innovation that has been garnering significant attention in recent months. Click here to read more

Major Wine Producing Countries

French 2020 harvest on track to be bigger than last year’s thanks to warm weather
This year’s French wine production is on track to be bigger than last year’s with the harvest already underway thanks to warm weather across the country, according to the country’s farm ministry. In fact its biggest concern is more around curbing output in some of its more premium regions in order to stabilise prices.

In a report containing its first forecast for 2020, the ministry last week projected output to be in the region of 44.7-45.7 million hectolitres, an increase of between 6-8% compared with last year’s vintage and slightly above the country’s average of the past five years.

Vines generally benefited from favourable spring weather for flowering, although mildew disease has affected parts of the southwest and hailstorms in the Bordeaux region caused up to 30%
production losses in some zones.
Source: MarketIQ/Vinex

**Australian wine industry setbacks could see many small players go out of business**
The wine industry has dealt with multiple shocks this year, perhaps more than any other rural sector, and there are fears that some smaller businesses will go bust.

Key Points
• Drought, fire, pandemic and trade wars have beset the wine industry
• Small wine makers likely to go to out of business
• Vignerons learn some new tricks to mitigate risk

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**Sparkling surprise: Brazil’s wine industry builds its brand on the global stage**
Brazil may not be inherently associated with wine: but the country’s wine industry believes it can become a major player on the world stage thanks to its sparkling wine, the quality of its products, and a carefully planned export strategy.

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**Other Wine Producing Countries**

**English and Welsh wine sales up 70% in 2019**
Wines of Great Britain has announced strong positive growth in sales with an estimated 5.5m bottles of English and Welsh wines sold in 2019, up 70% on the previous year. Exports accounted for 10% of sales and in volume terms exports doubled in on 2018 with Scandinavia and the US leading the way. In 2019, 3.2m vines were planted in total and since 2000 hectarage has quadrupled in England and Wales.

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