Global Trends - Wine Industry Key Elements

But, where are we going to sell our wine?

Problems in China have spooked the wine industry in recent months.

Have you heard of the ‘Peak Wine Theory’? It’s the idea that wine consumption has reached its maximum level, and that, volume-wise, it’s all downhill from here. It’s been discussed for much of the last ten years.

Indeed, it’s probably been a topic of conversation since the Romans stuck vines across Europe, with gnarled locals leaning on their sticks and saying that this fancy new vineyard was all very well, but where were the invaders expecting to sell it?

Considerations of the PWT have, however, gained a little extra piquancy with the kind of economic news coming out of China.

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Gen Y is the most studied demographic in history

It’s a unique generation not just as individuals, but also as consumers. They are the first group of people to have grown up with, and captured the power of the internet and technologies such as smartphones and social media.

A Case Study - Here's why this brand spent six years working out how to get Gen Y to drink its wine.

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