Consumer Countries/Markets

Wine Intelligence Reports Shop - India Landscapes 2018

India is an enigmatic and rapidly changing nation. On the one hand, is a land of opportunity, a country of over one billion people, nearly half a billion above the legal drinking age, boasting a young demographic that’s open to experiment. On the other hand, India’s AlcoBev industry is shackled by crippling high taxes and a dense regulatory system of antiquated laws. In this paradox lies significant future opportunity for the wine industry.

As one of the fastest growing economies in the world, with a GDP expected to grow at over 7% in 2018, India with its thriving middle-class population, the country’s current wine consumption figures serve to illustrate that the wine market is still in its infancy, a fact demonstrated by the lack of knowledge about varietals, wine-growing regions amongst drinkers of both domestic and imported wine.

Key Findings:
- The Indian wine market had experienced steady volume growth, but volume has recently declined whilst value has increased, due to a shift towards both imported and higher end domestic wine.
- Domestically produced wine has a greater reach in the market, whilst imports are seen as being of a higher quality. Although, this perception is narrowing.
- Indian wine drinkers are primarily brand focused buyers, due to a lack of experience with the category.
- On- and off-trade channels developing through the opening of more specialised and wine focused retailers, bars and restaurants.
- Millennial wine drinkers in India embracing wine, showing willingness to experiment with new and different styles.

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Management Summary - Click here to read more (access controlled)
"There are bulk wine buying opportunities on high quality Cabernet Sauvignon, Chardonnay and Pinot Noir from all appellations of the state, as well as Central Coast and Central Valley Pinot Grigio. Prices are softening. There continues to be grapes available from the Coastal regions. Oregon can offer competitively-priced, good quality Pinot Noir and Pinot Grigio wines. "Overall, California is halfway through harvest: wineries in the Central Valley are between 55-75% complete, while those in the Coast are approximately 40-60% complete. The start of October brought overcast skies and patchy - then significant - rainfall to some areas, raising humidity concerns. Cooler than normal conditions through the growing season have elongated the harvest period so that a decent amount of thin-skinned, rot-susceptible varietals are still on the vine."

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**Prices of bulk wines reported to be falling in Burgundy**

Burgundy is expecting a good harvest, a “bumper harvest” even. Such significant volumes are bound to encourage buyers on the bulk market to sit back and wait, whilst they also witness a rather welcome “easing” of wine prices. “Two consecutive large harvests will inevitably lead to lower prices”, explained Louis-Fabrice Latour, BIVB’s deputy chairman, at a post-summer recess press conference. “This should be seen as an opportunity to win back positions and recover young consumers.”

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