Global Trends - Wine Industry Key Elements

Will current shifts in consumer behaviour permanently disrupt the beverage alcohol industry?
The IWSR identifies six key trends that are growing in significance amidst COVID-19, and analyses their potential for long term disruption.

1- Ecommerce is now business critical
2- Mainstreamisation: Reverting to the tried and trusted – but what of craft?
3- At-home consumption: The new going out?
4- Moderation on the back burner: Where does that leave low and no?
5- Supply chain challenges: Servicing the recovery
6- Travel retail: Permanent shift?
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How marketing leaders can both manage the coronavirus crisis and plan for the future
In the economic recovery from the pandemic, marketing—the link between businesses and their customers—will play a pivotal role. Planning starts now.
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South Africa needs to end the lockdown: here’s a blueprint for its replacement
The public debate on strategies to tackle COVID-19 often unhelpfully positions health and economic considerations in a diametric fashion – as trade-offs. In fact, economic policy has health consequences. And health policy has economic consequences. The two need to be seen as parts of a coherent whole.
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