Global Trends - Wine Industry Key Elements

Consumer sentiment and behavior continue to reflect the uncertainty of the COVID-19 crisis
Consumer behaviors are settling into a new normal, as people everywhere learn to live with the reality of COVID-19 and as more countries reopen parts of their economies. Although the pandemic’s impact has varied across regions, five themes have become evident among consumers across the globe:
- Shift to value and essentials
- Flight to digital and omnichannel
- Shock to loyalty
- Health and “caring” economy
- Homebody economy
Click here to read more

In an Upside-Down World, Is America Ready for Flat Bottles?
A new plastic wine bottle format is coming to the U.S. market, but potential benefits of convenience and sustainability keep it on the level.

What does wine come in? A glass bottle, sure. Maybe a box. Maybe a can. But as much as innovative alternative packaging is catching on in the wine world, plastic bottles (lacking that satisfying click-hiss we all associate with cracking open a can of wine?) remain a hard sell, at least in the U.S. London-based packaging developer Garçon Wines is trying to change that with its line of bottles that aren’t just plastic, but also flat. Stay with us.
Click here to read more

Nuusbrokkies / News Snippets

Why have spirits brands been "more powerful" in the marketplace than wine brands?
Simply put, there are more wine brands in the world than spirits brands, so that none of them can have a sufficient part of the market to achieve great market power. That is, diversity and power are inversely related. So, spirits continue to rule in the global power game.
Click here to read more