Global Trends - Wine Industry Key Elements

Different attitudes to the DtC model are splitting the industry into different markets.

There's a phrase that sends a shiver down the spine of any self-respecting Bordeaux merchant – direct sales. The mere mention of it can ruin a perfectly good evening in an instant, the atmosphere changing from convivial to guillotined. But while many in France and indeed Europe continue to cling to the idea of giving wholesale distributors and retailers a virtual monopoly, US wineries are increasingly cutting out the middlemen. According to the trade publication Wines & Vines, US wineries sent 17 percent more wine direct to drinkers in 2016 versus 2015, topping the five million-case barrier for the first time. In addition, the value of direct sales rose by 18.5 percent, to $2.33 billion.

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Major Wine Producing Countries

Champagne Takes Stock as Sales Stutter

Herbicide use, vineyard certification and slowing sales are all causing concern for growers. Also, two controversial ecological decisions were negotiated in 2018 with the region committing to eliminating chemical herbicides by 2025 and to 100-percent vineyard certification by 2030.

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