Global Trends - Wine Industry Key Elements

How Millennials Are Reinventing the Wine Culture

Millennials are known for an interesting and unique approach to life. There’s nothing general about millennial lifestyle since the accent is on the individuality. However, with specific habits, and out-of-the-box thinking and philosophy, influence on wine culture is very noticeable. Obviously, millennials have brought various changes to the world and the way different things and habits are perceived. So, what exactly is the new role when it comes to the proliferation of the wine industry?

1. The rise in consumption over the last couple of years by this specific age group. The rise has been spotted all over the world, but the leading countries are undoubtedly the US and Australia.
2. The need to distribute wine more efficiently has become a market demand that manufacturers had to meet if they wanted to stay in the game.
3. Most of their habits such as green smoothies, healthier lifestyle, love of nature and tech, etc. have stuck with them. It just that the old habits have become so accepted nowadays that they simply don’t take the spotlight. Wine, on the other hand, is only getting bigger. After all, this is a luxury that millennials can afford.
4. The inner search for originality and individuality has brought considerable market requirements and changes that winemakers try their best to fulfill. In that respect, Click here to read more

Major Wine Producing Countries

California 2017 harvest size by grape variety

California winemakers and grape growers crushed just over four million tonnes of grapes in the 2017 harvest, with increases for Cabernet Sauvignon and Pinot Noir and declines for Chardonnay and Zinfandel, show new figures. California’s most common wine grape varieties based on 2017 crush figures:

• Chardonnay
• Cabernet Sauvignon
• Zinfandel
• Pinot Noir
• Merlot
• Pinot Gris
• Sauvignon Blanc
• Syrah
• Petite Syrah
• Riesling

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