Consumer Countries/Markets

French Wine Capitalizing on U.S. Drinking Trends

Major trends in the U.S. wine market including premiumization, sparkling wine, and rosé play to the strengths of French wine leading to a 14.2% value growth, surpassing runner-up New Zealand at 13.7%, to claim the highest import growth by nation over the past 52 weeks according to Nielsen data.

While the Prosecco trend is roaring ahead, grabbing the attention, and pushing the bulk of the growth in the sparkling category with a 23.1% value growth, French Champagne is holding its own at 8.4% growth – slightly below the 8.8% of the overall category, but well ahead of U.S. domestic sparkling, which only managed to grow at 5.3%.

The premium rosé revolution reflected in the 56.6% value growth of the >$7.99 rosé segment over the past year, on the heels of the previous year’s 55.7% growth, is largely a French import phenomenon.

Over the past 52 weeks wines priced above $9 captured 2% market share from the lower priced segments bringing it up to 52.9% of the total annual value of the retail table wine market. That’s less than the 2.6% it gained the year before, but still represents a strong premiumization trend and clearly shows where the growth in the wine market is happening.

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For something different

Vinexpo to launch trade show in New York

The international wine trade expo is planning to hold a show in New York in 2018, more than five years since its previous leadership abandoned an attempt to get a foothold the US.

Vinexpo New York will be held on 5 and 6 March 2018 at Manhattan’s Javits Convention Center.

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Global Trends - Wine Industry Key Elements

Insight: Is consideration-set marketing the key to growth?
Much research has emerged recently proclaiming that investment in loyalty and retention leads to diminishing returns. This research is usually backed by statistics highlighting the number of loyalty programs to which consumers belong and the lack of engagement in same. There usually follows a conclusion that marketers should forgo investment in loyalty in favor of investment in engagement, CX, or some other technology-driven marketing trend.

New research from McKinsey follows this pattern; while the research does uncover a solid connection between brands that fall within a shopper's "initial consideration set" and market share growth, the authors' simplistic definition of "loyalty" leaves out the importance of customer relationships as a key driver of frequency, retention, and advocacy.

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Natural / Physical Resources

Prosecco DOC chief to ban Glyphosate chemical spray

Grape growers for Prosecco DOC are set to be banned from using three chemical sprays, the Folpet and Mancozeb fungicides, including Glyphosate herbicide that was only this week judged safe by the European Union's watchdog, the president of the appellation has said.

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