BI Daaglik - BI Daily

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Consumer Countries/Markets

U.S. Wine Market Projected To Rise For 26th Consecutive Year

American wine drinkers continue to trade up, as upscale labels maintained their momentum last year, according to the recently released The U.S. Wine Market: Shanken’s Impact Databank Review & Forecast, 2019 Edition. But the total wine market is projected to barely eke out an increase this year, with an estimated gain of just 0.3% to 330 million 9-liter cases.

Economic Environment

Wine Sales Up, Winery Hiring Down and Packaging Sales Trends

Steady growth in U.S. wine sales continued through June but shifts in the industry were evident in the kinds of packaging consumers are choosing and an ongoing moderation in hiring activity. According to market research firm bw166, total sales of wine in the U.S. increased nearly 3 percent to exceed $71 billion in the latest 12 months and surpasses $3.9 billion in June. Contributing to that growth was a 2 percent increase in sales of domestic wines, which totalled $48 billion in the period as domestic table wine sales increased 3 percent to $44 billion

Global Trends - Wine Industry Key Elements

2019 Internet Data Mid-Year Update

The World Internet Stats List features the mid-year 2019 numbers, for the seven main world regions.

Asia shows the largest number of internet users, which is to be expected because Asia has 55% of the world population.
Europe is second, with over 719 million Internet subscribers.

Africa is continues to grow, with over 525 million Internet subscribers.

Latin America and the Caribbean have grown lately in subscribers and are third with over 447 million Internet users.

North America is a mature Internet region with a very high and stable penetration rate of 89.4%.

The Middle East continues to grow both in users and penetration.

Oceania and the South Pacific countries keep well connected with the rest of the world thanks to the smart use of the world Internet.

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**Major Wine Producing Countries**

**Australian 2019 vintage crushes predictions**

The Australian winegrape crush for 2019 is estimated to be 1.73 million tonnes, just one per cent below the 10-year average, according to the National Vintage Report 2019 released by Wine Australia.

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**Natural / Physical Resources**

**Wasps may save California vineyards from ‘invasion’ by Chinese fly**

Tests to see if tiny wasps can fight off an expected ‘invasion’ of California vineyards by the spotted lanternfly, which is indigenous to China, are underway at the University of California Riverside.