Consumer Countries/Markets

Wine Intelligence Reports Shop - Sweden Landscapes 2018

The latest Wine Intelligence report on the Swedish wine market - Sweden Landscapes 2018 - provides an overview of the consumption behaviour and attitude towards wine among Swedish regular wine drinkers, as well as the latest trends observed by the trade.

Our first in-depth report since 2015, this landscapes report focuses on the three major geographical areas of Sweden as well as the country as a whole.

Key findings include:
1. THE WINE MONOPOLY DETERMINES CONSUMER BEHAVIOUR
   Though Systembolaget continues to be the number one channel to purchase alcoholic beverages, consumers have been looking elsewhere to purchase wine since 2015.
2. STILL WINE SEES SLIGHT DECLINE OVER THE YEARS
   Craft beer continues to grow and threatens the wine category. Swedes are deciding to refrain from alcohol consumption as a general health trend continues to grow.
3. SWEDES ARE CONTINUING TO PURCHASE WINE AT HIGHER PRICES
   Recent tax increases and a desire for quality are both driving higher spend for Swedish wine drinkers. As interest in wine rises, consumers are becoming more willing to spend money on exclusive wines.
4. HEALTH-CONSCIOUS SWEDES ARE SEEKING ALTERNATIVE WINE OPTIONS
   Following health trends, Swedish wine drinkers, especially younger consumers are seeking alternative, healthier wine options, including organic wines.
5. FOODIE CULTURE DRIVING CONSUMERS TO MATCH WINE AND FOOD CHOICES
   As food knowledge grows, consumers are starting to integrate wine into their dining habits.

Drawing on data collected from our March 2018 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviours), trade and consumer interviews, secondary sources and market experience, this 91-page report offers a detailed analysis of how the market is performing and includes:
- Demographics of regular wine drinkers in Sweden by gender, age, Swedish regions and income
- Wine buying behaviour, including channel and store usage as well as choice cues
- Wine-producing country and region awareness and varietal consumption
- Wine brand health analysis and insight and measures such as brand awareness, purchase, conversion to purchase, consideration, affinity and recommendation with tracking
• Profiling of different age groups within the Swedish wine market
• Analysis of three main Swedish geographical areas – the Götaland region, the Svealand region, and the Norrland region
• Hot topic: A focus on alternative types of wine in the Swedish wine market
• A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age group, and regions

Reports shop - Click here to read more
Management Summary - Click here to read more (access controlled)

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**Major Wine Producing Countries**

**Australia: Take action to reduce phylloxera risk**

Phylloxera is one of the most serious biosecurity risks for the Australian grape and wine community, with the potential to devastate vineyards and wreak economic devastation on rural communities. Wine Australia and Vinehealth Australia are encouraging grapegrowers who are considering planting or replanting grapevines to use phylloxera-resistant rootstocks for at least a portion of their vineyard to future-proof their business against phylloxera. Currently there are 83 genetic strains of phylloxera in Australia and, while impacts are dependent on the strain, generally once vines are infested, they die within six years – but the effects on yields are felt much sooner.

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**Nuusbrokkies / News Snippets**

**UK: Tesco**

Britain’s biggest supermarket Tesco reported its strongest growth in seven years, thanks to price cuts and a multi-billion pound takeover of wholesaler Booker.

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**How e-commerce with drone delivery is taking flight in China**

Chinese e-commerce giant JD.com is investing in drones to bring online shopping to a 600m-strong rural population.

A low whirr breaks the stillness as a spiky dot appears on the horizon. The drone arrives overhead with a roar, hovers for a moment, then lowers itself towards the green circle like a mantis, three sets of propellers churning the air into whorls of straw and dust. Slung beneath it is a red cardboard box branded with JD’s cheery dog mascot. Just a few feet above the ground, the drone drops the box then zips back up into the sky and disappears. The spectacle is over in 20 seconds.

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