Consumer Countries/Markets

ProWine China 2015

Wine Intelligence, who conducted the 2015 China Market and Consumer Research and local workshop, will explore the latest developments at ProWine China on 12 November 2015.

China represents the largest opportunity in a generation for the world’s wine producers. It also represents perhaps the biggest puzzle for business leaders, winemakers, marketers and sales directors alike.

Perhaps the most exciting development is the emergence of a new type of Chinese consumer, which will have a strong influence on the market for the next decade.

[Click here to read more](#) - China Wine Market Landscape, China Wine Segmentation Portraits, China Trade and Consumer Research and the Opportunities for South African wine in China Workshop Presentation.

[Click here to read more](#) - ProWine China 2015 Registration

Global Trends - Wine Industry Key Elements

Tactile Beverage

Beverage manufacturers elevate the drinking experience with packaging updates.

They are turning to unique packaging and distribution methods to satiate the experience-driven consumer. In addition to providing a visual draw, many brands are also offering an experiential element to packaging by including tactile features, such as temperature sensitivity, that make the act of drinking more memorable.

[Click here to read more](#)