Consumer Countries/Markets

Brexit means wine prices will rise, warns trade body

Brexit means that it's likely to become more expensive to drink wines from Europe in the UK, says the country's leading wine trade body in the starkest warning so far from the industry.

Consumers may soon have to pay an extra 29 pence on average for a bottle of wine from the European Union if cost increases are passed on, the Wine & Spirit Trade Association (WSTA) warned.

Importers, merchants and retailers are starting to see profits squeezed by the weak pound sterling, which has stayed fragile following the Brexit vote on 23 June, it said. The weak pound might also mean price rises on some other wines from outside the EU, it said.

WSTA leaders want to persuade the government not to raise duty tax on wine in its upcoming autumn budget statement.

Click here to read more
Global Trends - Wine Industry Key Elements

Global wine label market

Since the supermarket shelf today represents the prime source of wines for consumer purchase, the same rules of shelf ?stand out? apply as for other retail products. It is of paramount importance to ?make the brand speak, and, while wine packaging as a whole -- from glass bottle to bag-in-box, carton, and pouch -- is a highly-active field of endeavor, the prime contributor to high-visibility shelf appeal remains? the simple wine label.

According to the newly-published AWA Global Wine Label AWAreness Report 2016, the market for wine labels across all formats is forecast to grow by 2% between 2016 and 2018, reflecting increasing levels of wine production around the globe. However, growth in global wine consumption is challenged by the increasing popularity of other alcoholic beverages ? particularly craft beers and some spirits ? so the incentive to raise the level of visual appeal of wine labeling and packaging remains strong.

Europe claims the major share of global wine production, at 62%, with the wine-growing countries of South America ? Argentina, Chile, and Brazil ? in second place with a 10% share, and the US third with 8%. These three regions also dominate the use of wine labeling materials. Overall, as AWA research shows, the wine producers still prefer traditional paper label substrates over film substrates.

Pressure-sensitive labels continue to capture market share from traditional glue-applied labels, with over 60% of total usage, and are forecast by AWA to grow at 2.8% per year in 2016 to 2018). Their dominance reflects the sophistication and variety of printing/converting technologies ? particularly for shorter runs and complex diecutting ? and the efficacy of automatic label application. Glue-applied labels, with a 36% share, will also grow fractionally, while the ?newcomer? technologies, sleeve labels, will increase their current small share by a massive 7.1% per year over the same period.

Click here to read more
Major Wine Producing Countries

China is now Australia’s biggest wine exports market

The massive growth in China’s middle class has been a godsend for the Australian wine industry, with exports jumping 51% in the last year to $474 million, making it the top export market by value for the first time.

Wine Australia’s Export Report, released today, reveal double digital growth for local exporters in the 12 months to 30 September 2016, up 10% to a total value of $2.17 billion.

Overseas fans are not only drinking more, they’re drinking better; the average value increasing by 9% to $5.47 per litre, a 13-year high.

Click here to read more

2016 California Wine Harvest Report

Early, Normal Yield, Exquisite Quality.

The overall state crop was estimated to be near the historical average of 3.9 million tons by the California Department of Food and Agriculture in August 2016.

Click here to read more