Consumer Countries/Markets

Beijing: Sparkling Wine trends
Bigger bottle size is not necessarily the preferred bottling. According to a report, it found that 73% of respondents prefer smaller bottle size such as 375ml especially among female respondents (80%). The idea of small bottling was made popular in recent years after key KOLs - Key Opinion Leaders- in the country such as Lady Penguin, arguably the most influential social media personality in China’s wine market with millions of followers, advocated drinking wine before bedtime for ‘beauty’ purpose.

Beijing: leading sparkling wine appellations in Chinese restaurants:
1. Champagne
2. Prosecco
3. Chinese sparkling
4. Mousseux
5. Spumante
6. Australian sparkling
7. Cava
8. Prosecco di Valdobbiadene Superiore
9. Franciacorta sparkling
10. Hungarian sparkling
11. US sparkling
12. Blanquette de Limoux
13. Cremant d’Alsace
14. Cremant de Loire
15. Prosecco di Treviso

Beijing: leading sparkling wine brands in Chinese cuisine restaurants:
1. Dom Perignon
2. Perrier-Jouet
3. Louis Roederer
4. Moet & Chandon
5. Chandon
6. Krug
7. Laurent-Perrier
Global consumption of rosé hits record high last year
19 February 2020

Worldwide consumption of rosé wine hit a high of 25.6m hectolitres in 2018, a 9% increase on the previous year, and a 40% increase since 2002.

According to research released by the World Rosé Observatory (Provence wine marketing board CIVP and FranceAgriMer), at Wine Paris last week, this is an all-time high.

France accounts for over a third (34%) of global consumption, and is the world's leading rosé consumer country, at 8.7 million hectolitres. In second place, the US accounts for 16% of consumption volumes (at 5 million hl), well ahead of all other markets (1.6 million hl for Germany, 1.2 million hl for the United Kingdom, 1 million hl for Italy.

For France and the United States alone: “ The development of consumption in these two countries represents 95% of the growth in global consumption of rosé over ten years (3.7 million hl)”, said Brice Amato of the Provence wine marketing board. He added that while the French have the highest per capita consumption of rosé (16.2 litres/year), Americans drink far less per capita (1.9 litres/year). “The market does not seem to have reached maturity, so there is potential for growth”, added Amato.

As the French market undergoes structural changes to sales and the American market has to deal with the 25% additional tariff, 2020 will not be easy [for Provence wines], according to CIVP director Brice Eymard.

“But we still aim to develop internationally (less USA and more Asia) and to consolidate sales in the French market (63% of Provence sale),” he said.
Source: MarketIQ/VINEX

Global Trends - Wine Industry Key Elements

Making wine for cans
Consumer demand for environmentally sustainable wine packaging, coupled with a preference for simple convenience, has led to the recent growth in the number of Australian winemakers producing wine in a can.
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**Micro trend: indigenous ingredients**

Indigenous ingredients native to a particular location offer brands a distinctive and unique selling point. These can vary from fruits and vegetables to herbs and spices, and they’re on the rise.

Ultra-local botanicals have emerged as a signature for brands looking to be authentically rooted in a culture or geographic region. However, a number of brands are now working with local communities, too, in a bid to be more responsible in their sourcing practices.

Whether it’s in limited-edition versions of global brands or niche, region-specific launches, using ingredients from a specific place can help brands to convey their brand story, or tap into and address larger consumer concerns such as sustainability, fair labour practices and the environment.

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