Consumer Countries/Markets

Belgian wine drinkers are consuming less but engaging more

There are three main regions within Belgium: the northern Flemish region, the southern Walloon region and the capital Brussels. There are pronounced differences between the habits of the north and the south – for example, those in the Flemish region are more open to New World wines while the Walloon region (that shares a much larger border with France) have a stronger affinity for French regions like the Côtes du Rhône and Alsace.

There are national trends too, one of the most noticeable being a decrease in the amount of still wine being consumed overall. While a slight decrease is to be expected in an established market such as Belgium, trade experts also point to an increase in duty excise on wine in 2015 and an on-going healthy living trend as explanations.

Global and SA Trends

The more things change... lessons from innovation across the drinks industry

Recent trends in the global alcoholic drinks industry have strongly featured disruption and innovation, blurring product definitions and even category boundaries. These trends have significant implications for wine, broadening both the opportunities and the scope for competition.

A proliferation of flavours and styles.
New ways of packaging and presenting products.
Lower and no alcohol products.

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Can Italian wine succeed without strong brands?

The structure of the Italian wine industry does not lend itself well to the “power” brand. It is characterized by a fragmentation of both vineyards and winemaking operations, which has led to arguably a strong and diverse culture of production, but it has meant that individual producers do not have access to the sort of marketing resources (people and money) that are required to build a brand. Another factor is that the large domestic market, which still takes the majority of Italian wine production, have not shown much enthusiasm for supporting brands.

In the absence of brands in the classic sense, Italian wine has used categories and regions as substitutes – in many ways these are the ‘real’ brands of Italy. Some specific categories, in particular, have succeeded to develop their own brand (eg Prosecco or Pinot Grigio) that is often stronger than any individual company brand (with some notable exceptions, such as Santa Margherita and its Pinot Grigio in the US market).

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