Consumer Countries/Markets

**Wine imports are drying up in China**
Despite successfully containing the coronavirus spread within mainland China, China’s wine consumption has yet to bounce back to pre-covid level, with imports still sliding in both volume and value for the first seven months of the year.

The latest data released by Chinese research company ASKCI showed that wine imports from January to July dropped by 31.9% by volume to 269.2 million litres compared with the same period last year. In value terms, wine imports fell for another 33.5% year on year to US$1.368 billion in the first seven months of the year.

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Comment: YoY 2019/20 South Africa's exports to China dropped by 41% in volume and 33% in value.

Global Trends - Wine Industry Key Elements

**Sustainability of wine packaging alternatives: What is the consumers’ perception?**
Glass is the most commonly used packaging for wine worldwide. However, one of the main causes of environmental impacts of the wine life cycle is the production of glass bottles due to the high incidence of its weight and the consequent huge consumption of energy for its production. Unfortunately, people confuse the concept of recyclability with that of sustainability. Using lighter packaging alternatives (such as bag-in-box, aseptic carton or PET bottles) significantly decreases the environmental impact of the wine life cycle. In Italy, there is widespread scepticism towards wine bottled in alternative packaging. For this reason, a preliminary survey was carried out, addressed to a sample of 1000 Italian wine consumers in order to explore their perception and preference toward wine packaging alternatives more sustainable than glass bottles and their interest in buying wines packaged in these alternatives.

The results of the survey showed how most of the respondents (91%) are not willing to consider packaging alternatives for wine and want to buy only wine packaged in glass bottles mainly because they consider alternative packaging not suitable for containing
wine.
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**Major Wine Producing Countries**

**Uncertainty Reigns in Spain’s Strange Vintage**
Growers are facing ruin in Spain as grape prices collapse.

Spain's harvest is likely to go down as the country’s most contentious harvest in decades, marked by a dramatic fall in grape prices as wine producers grapple with the impact of Covid-19 on demand and market uncertainty.

Falls in grape prices, which growers say have tumbled below production costs, reflect a widening gulf between supply and demand: Spain's wine stocks up to the end of July registered a 3 million hectoliter increase, highlighting the fall in domestic consumption in hotels, bars and restaurants, and the decline of tourism and exports.

This week, however, wine producers in Rioja, Rueda and Catalonia dismissed earlier industry forecasts of a bumper crop, which had increased concerns over surplus supply. Harvest volumes this year in Spain are now expected to fall in line with the average volumes of between 42 and 44 million hl registered over the past five years according to the Spanish wine market observatory (OEMV).

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