Global Trends - Wine Industry Key Elements

Wine Intelligence Reports Shop - Wine Consumption and Gender: Do women and men approach wine differently?

Do men and women engage with wine differently? Perhaps this is a dangerous question in the era of heightened gender politics. There is a lot of generalisation and anecdotal theories about gender-related wine behaviour.

In our first ever report of this kind, we have taken some of the most commonly-heard hypotheses, and used our extensive international consumer behaviour and attitudinal datasets collected from Vinitrac®, plus some specifically-designed research experiments, to see if there is any evidence to support or refute them:

1. Do women drink more wine than men?
2. Do men spend more money on wine than women, with luxury wine more a male domain?
3. Is wine more integrated into the everyday lives of women compared with men?
4. Are men more knowledgeable about and confident with wine compared with women?
5. Do men rely more on external validation of their wine choices compared with women?
6. Is red wine for men and white / rosé wine for women?
7. Is sparkling wine mainly a woman’s drink?
8. Are women more likely to buy sustainable and ethical wines compared with men?
9. Do men and women like different kinds of label designs?
10. Do women favour female-led, -owned or -made wines when given the choice?
11. Are women more conscious of moderating their alcohol consumption compared with men?

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Management Summary - Click here to read more (access controlled)

Organic, natural, biodynamic... What next for wine?

Wine has been popular for centuries: but as consumers becoming increasingly concerned about sustainability there’s huge potential for niche categories – such as organic, natural and biodynamic – to grow. BeverageDaily puts the spotlight on the trends the industry will be seeing more of in the coming years.

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Great debate: Is wine heading for tough times? YES OR NO

YES
Young people are drinking less. Wine companies are turning to cannabis. Climate change is coming. This year, there has been a sharp rise in the number of major articles about the impact of alcohol, particularly when it comes to drinking and women. Wine is a delicious link to the land that weaves tradition, family, history and good environmental stewardship together. At a time when people are craving authenticity, that’s something that wine can provide. What wine is not, is a health potion. And if we don’t recognise that, we’re in trouble.

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NO
Scarcely a year goes past without a report being published about the lack of financial viability of a region or an entire country. Most recently, it was South Africa’s turn to be the subject of this kind of discussion but, with bulk prices still hovering around the €1.50/litre level, Bordeaux is hardly an attractive prospect for anyone looking to make money. In Europe and North America, in particular, agriculture has been feather-bedded by state subsidies. That process is due for a change. The days of generous government handouts will soon be over. The days when it is considered normal to consume half a bottle of wine a day are almost over. But wine is not going to die – any more than beer or whisky. As daily consumption falls and the price of beef and wine and whisky goes up, the attention paid to what people are eating and drinking will grow. The wine industry of the future will almost certainly be smaller, more profitable and, I hope, even more exciting. There will be fewer people growing grapes and making wine simply because their parents did so, and a greater proportion doing it because they are passionate. And they won’t be cogs in a giant machine, as so many are today. They’ll be selling the wines they make directly to customers with whom they have a real relationship.

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Marks & Spencer releases a bottle featuring an adult COLOURING label - to encourage a moment of mindfulness as you sip

- Marks & Spencer unveiled new bottle of wine featuring colouring-in label
- Challenged customers to enter their coloured-in labels to online competition
- Adult colouring took off in 2014 and is said to have similar benefits to meditation

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