Consumer Countries/Markets

8 ways COVID-19 is changing US wine drinking habits
Are consumers spending more or less on wine? Will ecommerce increase in popularity - or do wine drinkers still prefer traditional channels? Wine Intelligence looks at eight ways the coronavirus pandemic has changed – or is changing – the habits of regular wine consumers.

Click here to read more

IWSR: Six ways Brexit could change the way we trade wine
44% of all wine currently consumed in the UK is of European origin. What impact will Brexit have on the wine trade?

1. Bureaucracy: From January 2021 all UK and EU businesses will need to make their own customs declarations, and the UK will lose access to the EU-wide duty and tax EMCS customs system. Both sides will need to go to their own customs offices and complete an export declaration per shipment.

2. A decline in European wine consumption: Consumption of EU wine in the UK has declined by 11.6% since 2010, according to IWSR data, with still wine having dropped by 25%, although sparkling has risen by 106%. The decline in wine consumption in the UK is due to people drinking less overall, and a shift towards other categories including spirits, craft beer and hard seltzers.

3. Higher wine prices? Higher prices of EU wines could also drive down consumption, and there are several reasons why prices could rise. A weak pound against the Euro is already making EU wines more expensive, and this could get worse.

4. Risk to the UK as a wine importing hub: As of 2016, the UK was the second largest trader of wine by volume (behind Germany) and by value (behind USA), IWSR data shows, but only a small percentage of wine exported is actually made in the UK. If it becomes harder and more expensive to import wines into the UK, its position as a global wine trading hub could be undermined.

5. English wine boom? If the price of EU and imported wines increases, the trend towards English wines could gather pace as it becomes more competitive. The bumper 2018 UK harvest will mean that producers will need to accelerate demand or find export markets.

6. Competition from non-EU countries: The UK will lose trade deals struck by the EU, and will have to renegotiate with major markets such as Australia. As of mid-July 2020, 19 trade deals have been rolled over from the EU to the UK, the most significant for wine being Chile, while an Australian trade deal looks promising. Brexit presents Australian, South African and US wines with an opportunity to bounce back, grabbing share from EU wines.

Click here to read more