Global Trends - Wine Industry Key Elements

From Bricks to Clicks: Winning at E-Commerce in China

The growth of China's e-commerce sales has outpaced that of the U.S.—growing at a rate of 52% year-over-year in 2014 versus 17% for the U.S. And online shopping's share of total retail sales of consumer goods is higher in China (10.6%) than in the U.S. (8%).

In urban areas, mobile has helped fuel e-commerce growth. In 2015, 71% of urban online shopper used mobile phones to shop online, up from 51% in 2014. With more options for consumers thanks to new technology, both browsing and purchasing with e-tailers are on the rise. And shoppers all over China are joining this trend.

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Major Wine Producing Countries

Soweto Emerges for Generation of South African Wine Drinkers

The Soweto Wine Festival is in its 11th year, with about 950 wines on offer, and this month attracted near-record numbers despite unseasonably chilly weather. About 7,000 people attended the three-day event compared with 1,500 in its opening year.

Consumer confidence in Africa’s most-industrialized economy dropped to a 14-year low in the second quarter of this year as unemployment of 25 percent, power cuts and rising electricity prices put pressure on shoppers and their drinking budgets.

Wine is growing in popularity among South Africa's rising affluent classes, particularly among the black population. About 5.3 million black adults can be considered middle-class, based on criteria including income, housing, and education, according to the University of Cape Town Unilever Institute of Strategic Marketing. That compares with about 2.7 million middle-class white South African adults in the country, which has a population of 55 million.

South Africa is the world’s seventh-largest wine producer by volume, yet its 2014 consumption of an average 7.5 liters per person trailed countries including Portugal, at 41.8 liters, and Argentina, with 24.6 liters, according to South African Wine Industry Information & Systems. Beer and ciders...
constitute more than 85 percent of the alcohol consumed in South Africa.

Wine makers and distillers are increasingly promoting their alcohol as aspirational.

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**Wine can use California’s positive vibe to overcome industry challenges**

California: home to Hollywood, Silicon Valley, the Golden Gate Bridge, 1,300km of coastline and of course plenty of sunshine. With California Wine Month well underway, the Wine Institute says the industry can capitalise on its positive, aspirational image to conquer the challenges it faces.

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