Consumer Countries/Markets

**Wine Intelligence US COVID-19 Impact Report Issue #1**
The key takeaways from this US report mirrored those we saw in other established and mature wine markets. Wine consumers are still enjoying a glass of wine at the end of a long day and online channels are seeing an increase in wine sales, especially from younger, affluent and urban-dwelling wine drinkers. The data published since then showing sales volumes holding up – an off-premise sales boom more or less making up for the loss of on-premise sales – while value (and especially high value products) declined, largely reflected the insights we were seeing from consumers. Overall, we were optimistic that the wine category might escape the punishment meted out to other sectors by the pandemic, while noting that the change in the product mix would benefit larger, established mainstream brands at the expense of higher value, niche and specialty wines.

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**US off-premise wine sales up 27.6% during Covid-19**
With news that the Californian wine industry could stand to lose US$4.2 billion this year, on a positive note, WineAmerica has said the rise in off-premise and direct-to-consumer sales is "more than making up for the loss of restaurant sales".

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**Argentina joins coalition of New World countries to boost wine sales in China**
Argentina has teamed up with New Zealand, Chile, South Africa, Canada and California in creating a New World wine alliance to enhance the presence and performance of their wines in the Chinese market.

Wines of Argentina is the latest industry body to sign the agreement with Shanghai’s Grapea & Co to be part of the partnership which aims to increase and enhance the perception of New World wines in the Asian country.

The project, which kicked off last month and will run until October this year, will consist of a marketing and educational campaign supported by Grapea & will focus on both online content, relayed via social media and blogging platforms, as well as wine and sommelier competitions and will include 18 virtual masterclasses on New World wine regions and 42 videos on a wide range of topics such as the wine history, viticulture, winemaking.

Commenting on Argentina’s involvement in the project, Wines of Argentina's president Maximiliano Hernández Toso said: “Being part of a project of this magnitude reflects the recognition that Argentine wine has gained internationally and the development of its industry.

"I believe that this is a great opportunity for our flagship product to expose its full potential, supporting and accompanying the drive of the collective strength of regions and countries that scale the world stage."

Source: MarketIQ/Vinex
Global Trends - Wine Industry Key Elements

Global Chenin blanc plantings

Is red wine good for your heart?
Yes, but only in moderation.

The link between red wine and a healthy heart may be due to the high level of micronutrients, called polyphenols, found in the skin and seeds of grapes. During the production process, red wine is fermented with the grape skins and seeds for a longer period of time than white wine, which means the polyphenols are much more concentrated. For example, a glass of red wine contains around 10 times more polyphenols than a glass of white wine.

Understanding and shaping consumer behavior in the next normal
Consumer beliefs and behaviors are changing fast. To keep up with—and perhaps even influence—those changes, companies must leverage deep consumer insights.

Behavioral science tells us that identifying consumers’ new beliefs, habits, and “peak moments” is central to driving behavioral change. Five actions can help companies influence consumer behavior for the longer term:

- Reinforce positive new beliefs.
- Shape emerging habits with new offerings.
- Sustain new habits, using contextual cues.
- Align messages to consumer mindsets.
- Analyze consumer beliefs and behaviors at a granular level.

A very serious discussion about wine advertising
Wine advertising is lacking in humour, asks Robert Joseph. He thinks it’s time that marketers lightened up.

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