Global Trends - Wine Industry Key Elements

Delicious, Easily Accessed, Low-Priced Alcohol—What Consumers (will) Want

1. Four things consumers care about:
   - Personalization
   - Experience
   - Convenience
   - Sustainability

2. In reality, there is a different set of things that the vast majority of consumers care about:
   - Price
   - Alcohol
   - Deliciousness
   - Convenience (meaning: access)
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California Wine Sales in U.S. Market Hit $40 Billion in 2018

California wine shipments in the U.S. reached an estimated retail value of $40.2 billion in 2018, up 3% from the previous year. The state shipped 248 million nine-liter cases to the U.S. in 2018, up 3%. California wine sales to all markets, including shipments to the U.S. and export markets, were 285 million cases in 2018.
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