China’s wine imports volume up in 2017 Q1

China’s wine imports reached 151.1 million litres in the first quarter of the year, representing a year-on-year increase of 8.7%, while its imports value have dropped by 1.6%, the latest figures from the Chinese Customs have shown.

Bottled wine imports in the first three months of the year rose by 5.7% in volume to 113.3 million litres while import values dropped 3.4% to US$537 million over the same period last year.

Imports of sparkling wines dropped 8.2% in volume to 2.56 million but its value increased by 13.6% to US$13.3 million year-on-year.

Bulk wine imports saw the biggest growth with 21.4% increase in volume and 35.6% jump in value.

Source: thedrinksbusiness online

Global Trends - Wine Industry Key Elements

Insight: Has online retail become Big Brother?

A spate of media articles has raised the alarm of companies leveraging real-time data to manipulate consumer behavior. Recently, for example, the New York Times breathlessly profiled Uber’s attempts to use data to motivate both drivers and riders to pick up more fares. And now comes The Atlantic's profile of ecommerce firms manipulating prices in real time to drive maximum profits. For loyalty marketers, these articles often fall into the "Master of the Obvious" category - after all, leveraging data to motivate profitable customer behavior is the essence of what we do. Still, the relatively skeptical tone of the media coverage ought to give us pause to ask the obvious question: do our data efforts enable us work on behalf of our customers - or are we merely exploiting them?

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Natural / Physical Resources

The climate change map of WINE

- Researchers investigated how 7,500 regions in 131 countries are affected
- Two wine regions in Argentina are exposed to the highest risk worldwide
- Events such as frost, hail, forest fires, earthquakes, drought and floods make the worldwide wine industry lose more than $10 billion every year
- Climate change will affect the wine industry, with a shift of wine-growing regions southward and northward, and some regions close to the equator lost

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