Global Trends - Wine Industry Key Elements

IWSR: The largest markets in Ecommerce: Key trends from China, France and the US

Ecommerce is a major growth channel for beverage alcohol and is forecast to be worth US$45.5bn by 2024, significantly outpacing the growth rate of total trade over the next five years.

China’s ecommerce alcohol sales are driven by imported wine and baijiu, China’s national spirit, which together account for over 80% of sales values online. The US is forecast to grow fastest overall between 2019 and 2024. Currently in the US, wine drives the largest share of the ecommerce channel, reflecting the looser regulatory environment for online wine sales as compared to that for spirits and beer. France, currently the second largest market in ecommerce after China, sees wine as the dominant category in ecommerce.

First large scale canning facility for wine launched in UK

The first large-scale wine canning line in the UK has commenced operations, with a filler speed of 17,000 cans an hour and offering both still and carbonated filling for wine, soft drinks and RTD’s.

Contract wine packer Greencroft Bottling Company in County Durham has invested over £2million in the state-of-the-art equipment. Working closely with Ardagh Group Metal Beverage Europe, the new can filling line is initially focusing on the popular 200ml and 250ml slimline cans but is also ready to handle Ardagh’s new 187ml wine can format.

“We constantly invest in our equipment to guarantee we’re offering the best service possible to our customers and ensure we have the correct technology in place to meet future market demands,” said Mark Satchwell, Greencroft’s managing director “The can is a format consumers are already familiar with, through soft drinks, beers and ciders, and right now canned wine consumption is growing at a rate of approximately 6% year on year in Western Europe, so we were pleased to collaborate with Ardagh to set up a
dedicated wine canning line and be the first to provide for this growing market.”

Thanks to a big investment in sustainable energy by its parent company, Lanchester Group, Greencroft’s bottling lines are powered by wind turbines. Aluminium cans are already a sustainable packaging solution and Greencroft Bottling’s commitment to using renewable energy for its bottling and canning processes reduces the carbon footprint of each individual product even further.

“At Greencroft Bottling, we believe being carbon neutral is just the beginning,” said Satchwell. “Canning in aluminium is another major sustainability move. Aluminium is a permanent material and it recycles forever; a beverage can could be back on the shelf in just 60 days.”

Lanchester Wines’ Nika Tiki Marlborough Sauvignon Blanc and Sauvignon Blanc Rosé will be first down the canning line, followed by its Hacienda de Calidad Argentinian Malbec.
Source: Market IQ/Vinex

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**Every segment of the wine trade must be sustainable**
Sustainability must be embedded in the wine industry at all levels and done well it can provide cost savings as well as environmental benefits. This was the key message to delegates at November The Future of Wine conference, organised by Sustainable Wine and held in London.
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