Global Trends - Wine Industry Key Elements

UK: Supermarkets under pressure as consumers share spend wider

The average household spend at the big four (Tesco, Sainsbury's, Asda and Morrisons) dropped 2.9%.

Consumers are not flocking away from their stores, but their spending is increasingly being shared with other growing outlets which also include Waitrose, the Co-operative and Iceland. 94% of Aldi and Lidl shoppers visit at least one of the four major retailers every four weeks.

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Wine: Are we really that bad at innovation?

The wine industry is full of new ideas, but consumers often aren’t interested.

There are three elements at play:
1. Invention: the process of creating something completely new
2. Copying: the process of reproducing a version of something existing
3. Innovation: improving something that already exists

The paradox of innovation in the wine industry is that consumers can be the main barrier for great innovations to succeed. The wine industry is very innovative (and even quite inventive). Walking down the aisles of any wine fair is a great way of spotting new packaging, labels and concepts. But at the end only those innovations that manage to combine a degree of centrality/expectation and solve a consumer problem are the ones that really make a mark.

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