Global Trends - Wine Industry Key Elements

China digital consumer trends in 2019
New research from a survey of 4,300 Chinese consumers suggests a path forward for brands and marketers seeking the next wave of growth.

China’s rise as a global leader in e-commerce has been nothing less than stunning. This year, online retail sales are expected to swell to $1.5 trillion, representing a quarter of China’s total retail-sales volume, and more than the retail sales of the ten next largest markets in the world—combined. The country’s 855 million digital consumers—among some of the most avid users of mobile phones and social media in the world—represent one of the biggest prizes for global marketers. But things are getting a lot tougher: growth of online retail sales is cooling, dipping from the heady 40 and 50 percent annual rates seen in the early part of the decade to 25 percent compound annual growth in the past few years. And an increasingly crowded marketplace has led to fierce competition among brands, pushing up the cost of acquiring new customers and retaining them. For example, the cost per thousand user views (CPM) of advertisements placed on Tmall’s baby channel has increased on average by 60 percent since 2017.

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UK vs US: How the low and no alcohol category is shaping up on each side of the Atlantic
Low and no ABV brands account for 1.3% of the UK’s total beverage alcohol market, whereas in the US it’s just 0.5%. But is the US catching up - and where can we expect to see the most growth in the future?

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Natural / Physical Resources

Climate change hits Champagne harvest
Global warming cost Champagne over 10% of its potential harvest this year, the Champagne Bureau has revealed. The principal damage was caused by a heatwave in June and July which saw temperatures in the region hit 42.9º, its highest recorded level, scalding the crops. The average temperature in Champagne has risen 1.1º over the last
Ant trail the key to bug monitoring in spring

Ants feed on the honeydew produced by mealybug and scale and hence are often found in association with the pests. If ants are present on the vines, peeling back the bark on the cordon or spurs will often reveal mealybug nymphs and juvenile grapevine scale.

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