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**Global Trends - Wine Industry Key Elements**

**Organic growth a ‘global phenomenon’, helping reboot depressed wine market**
Against a backdrop of globally dampened wine market, organic wine sales are predicted to rise from a 2.8% share of world wine sales to 4% by 2024, potentially representing an increasingly important driver of recovery.
[Click here to read more](#)

**Major Wine Producing Countries**

**An insider’s guide to California’s wine harvest**
California’s annual winegrape harvest is underway, and wineries across the state are humming with activity as they transform the grapes into wine.

Despite this year’s challenges, vintners are pleased with the quality of the 2020 vintage. As a tribute to this special time, Wine Institute presents eight lesser-known facts about California’s winegrape harvest.
[Click here to read more](#)

Comment: The latest estimate is 24 mhl, slightly down on last year.

**Italian Wine Harvest Redeems a Dark Year**
After all the difficulties and concerns caused by the coronavirus situation over the past six months, Italian wine producers could count on one constant – their work in the vineyards.

This year, the most common phrase heard among Italy’s producers about their endeavors was “fingers crossed”, a fitting consideration for these individuals who perhaps wished for a successful harvest with a little more zest than usual. Now that harvest has been proceeding for a few weeks, it appears that, despite a few problems, 2020 is indeed turning out to be a fine year, indeed.
[Click here to read more](#)

Comment: The latest estimate is 47 mhl, 1% down on last year.