BI Daaglik - BI Daily

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Global Trends - Beverages

Brands Report 2020: Champagne
Champagne is a category in which brand reputation has a key role. Its expense clearly plays a part in consumers’ brand loyalty - creating a reluctance to experiment with lesser-known brands as they might in the craft-spun worlds of beer and gin, for example.

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Global Trends - Wine Industry Key Elements

US direct to consumer wine sales remain strong
Despite recent doom-and-gloom reports about the US market, consumers are still buying plenty of wine. And they're doing it direct, according to a new report.

At a time when reports about the US wine market are discouraging – due to changing consumer values, new players on the beverage scene, tariffs, and health reports – doomsday warnings are common. But the state of the DtC market in the US shows all is not lost. While the overall DtC channel slowed, 2019 saw the largest increase of average price per bottle in almost a decade. In addition, the value of DtC sales increased by 7.4%, and the volume by 4.7%, showing that while the overall pace of sales has slowed, the market itself is still growing strong.

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Loyalty Trends 2020: Insights From a Panel of Loyalty Marketing Experts
Trend #1: How do we meaningfully improve customer experience to impact customer loyalty?
Trend #2: Are loyalty points and currency programs still relevant?
Trend #3: Mobile Apps
Trend #4: Technology versus your associates, where is there more value?
Trend #5: As it turns out, “Data is NOT the ‘new oil’”
Trend #6: Will the promises of “customer centricity” ever be fulfilled?

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Scotland alcohol sales fall following introduction of MUP
The amount of alcohol sold in Scotland has fallen since the introduction of minimum unit pricing (MUP) in May 2018, according to the first analysis of off-trade alcohol sales in the first full year of MUP.
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