Global Trends - Wine Industry Key Elements

Australia: Organic and biodynamic wine claims questioned

Organic grape growers and winemakers are upset at the abuse of the words "organic" and "biodynamic" in relation to wine.

They are concerned that wine producers are using these descriptions as a tool to sell wine in a market that is increasingly congested and favouring sustainably produced wines over the more conventional.

Western Australia has a serious problem with the misrepresentation of wines as organic and biodynamic when they are not.

The problem is not confined to claims made on bottles, which are easy to confirm or deny, but also more subtle word-of-mouth claims made by producers and marketers to merchants and restaurateurs. The result is that such wines often appear in the "organic" section of wine shops or restaurant wine lists.

A group of Western Australian winemakers is calling for government legislation to make the practice illegal.

Click here to read more

Major Wine Producing Countries

Romania is 13th among global wine producers

Romania is placed 13th in a global top of wine producers with 200 000 hectares.

It has 250 registered wine cellars, but only a little over half of them are active in producing and selling bottled wine. Some 30 wine cellars also offer wine tourism.

Click here to read more
Women lead the way in Australian wine consumption

Australians are actually more partial to wine, due largely to the number of women who are partial to a glass of the grape.

In 2015, 4.6m Australian women—or 49.0% of the adult female population—would regularly drink either red, white, sparkling or fortified wine, compared to 3.7m of men (41.2%).

White wine, consumed by 69.3% of female wine drinkers, was most popular, followed by red (56.3%), sparkling (42.3%) and fortified (9.3%). Those partial to red, white and sparkling accounted for 18.4% of female wine drinkers.

On the other hand, male wine drinkers are more likely to drink red wine (78.1%) than white (58.4%). They are also dramatically less likely than women to drink sparkling wine (24.6%), much more likely to drink fortified wine (15.4%) and somewhat less likely to drink red, white and sparkling (15.6%) in an average month.

Click here to read more

Portugal wine exports up in UK as quality message hits home

Portugal’s wine exports to the UK grew 4% in value in 2015. The UK market for still wine contracted 2% by volume and value over the same period.

The uplift reflects the steadily growing reputation of Portugal as a producer of high-quality wines and its ability to command better prices. The average price Portuguese of wine has grown from €2.75/litre to €2.86/litre in the past twelve months.

The same trend is evident worldwide, with global exports of Portuguese wine up 1.5% in value while volumes have fallen back by 1.1%.

Click here to read more