Global Trends - Wine Industry Key Elements

In store rationalisation means consumers are seeking out diversity online

Wine is the most frequently purchased alcoholic beverage online, it has been revealed, as consumers increasingly turn to the web to seek out the product diversity that’s been lost from the high street.

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Millennials spend less on alcohol than either GenX or Boomers

Data from the US Bureau of Labor Statistics’ Consumer Expenditure Survey shows the average annual spending of alcohol of millennials, generation X, and baby boomers, with millennials spending the least.

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