Consumer Countries/Markets

Sweden leads spirits sales in Nordic monopolies

The long-term spirits sales declines in the Nordic monopoly markets slowed in 2015, with Sweden showing 2.2% total sales growth.

In Finland, spirits sales, particularly vodka, brandy, Cognac and liqueurs were “significantly lower” than in 2014, while Cognac and brandy showed the “sharpest declines” in the Norwegian market.

According to estimates, the overall market changes in Estonia, Latvia and Denmark were not significant, while interest in lighter, lower-alcohol beverages was a unifying trend across the region.

In open markets such as Denmark, e-commerce is seeing “strong” growth, with traditional retailers’ online stores and specialist alcohol retail websites serving the market.

Global Trends - Wine Industry Key Elements

Global trading platform for bulk-wine industry launched

The London-based Vinex exchange enables buyers and sellers to trade wine and other grape-derived product through a proprietary trading platform.

Buyers on Vinex will be able to view pricing, market insights and analysis, and list their specific sourcing requirements, while sellers can list and offer samples of their wines.

The platform offers multiple trade methods for buyers and sellers to use including auction, tender, fixed-price and swap offer.

Up to 10 billion litres of wine are traded in bulk annually, which represents at least a quarter of the world’s wine production.
Can we really keep referring to non-European wines as "New World"?

Who coined the phrase New World?

The consensus from the British wine trade is that the inimitable wine writer Hugh Johnson first started to use the term in the late 1970s, to refer to wines from outside of Europe. It was a decade when European wine producers could only watch as their birth right, as they saw it, was pillaged by countries free of all inhibitions and stifling wine laws. Like a stag party from Rotherham, these upstarts had no intention of playing by Europe’s rules.

So let's play a little word association. What does the term New World mean to you? I'd wager it today carries connotations of a wine producing nation still finding its feet and operating in a laissez faire environment, free from the constraints of appellation laws.

Yet, countries like Argentina, Chile, Uruguay, South Africa, New Zealand and Australia have been producing high quality wine for many decades; hardly novices to the business.

Let's call them simply by their individual country and region name.

Not to mention confusing: consumers are just beginning to discover Greek grapes, Croatian wine and Georgia's viticultural contributions – are we really to refer to these nations as the New World, when Georgia boasts the oldest of all wine-grape varieties?

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