Global Trends - Wine Industry Key Elements

Castel Frères leads IWSR’s top 100 wine list

Press Release 15 November 2017

London. Castel Frères has been named the largest still wine brand in the world by the IWSR, the leading provider of data and analysis on the global beverage alcohol market. The list, published in the November issue of the IWSR Magazine, places Castel Frères in the top spot for the second year in a row despite strong volume gains from other brands in the top five. Barefoot and Concha y Toro posted the strongest gains in the top ten, both increasing by more than 1m nine-litre cases. The biggest US-based winner was Gallo’s brand Barefoot, which despite 6.2% growth globally remained steady in third place. In the US alone, it added over 1m cases. Since its inception in 1986, Barefoot’s fresh approach to wine marketing has attracted new consumers to the category. Gallo acquired the brand in 2005 and has carried on that messaging, transforming it into a global superpower. Chile’s Concha y Toro range (which includes Casillero del Diablo, Frontera, Sunrise, etc.) was the most notable mover in the top five. Altogether, it increased by over 1m cases to reach the fourth spot, swapping places with Spain’s Félix Solís. The Chilean company’s biggest win came in its home market, with volume growth of almost 400,000 cases. Premium brand line Casillero del Diablo continued to gain strongly in the UK, up 9% on 2015, to cap overall Concha y Toro range growth of over 300,000 cases in the country. It enjoyed further strong increases in the Netherlands, Mozambique and the US.

Further data on these brands and more can be found in the IWSR’s Still Wine Profiler, a new interactive platform launched in July. The Still Wine Profiler gives a comprehensive and interactive snapshot of global developments in the still wine industry and is a collaboration between the IWSR and Wine Intelligence, drawing on over 40 years’ industry expertise. The platform offers a global overview of market developments, but more specifically drills into leading brands in 20 of the world’s most dynamic markets for imported still wine. The platform is the only online tool of its kind which combines brand sales, volumes, prices and consumer sentiment/demographics all in one place.

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Scotland to lead the way on minimum unit pricing for alcohol after UK Supreme Court ruling

The UK Supreme court has ruled that minimum unit pricing for alcohol in Scotland can go ahead, dismissing an appeal led by the Scotch Whisky Association. After a five year journey through the courts, the Scottish government says it will now endeavor to introduce MUP ‘as quickly as possible’ - becoming the first country in the world to do so.

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VinIntell

VinIntell November 2017 Issue 34: Technology Infusion, Artificial Intelligence, Experientialism, Apple Squares...Retail of the Future

VinIntell is a value-added service to members of the S A Wine Industry. The purpose is to provide decision-makers with meaningful insight into events, trends, opportunities and threats through the analysis of the ever-changing competitive environment. The analytical approach is a multifaceted, multidisciplinary combination of scientific and non-scientific processes.

Technology Infusion, Artificial Intelligence, Experientialism, Apple Squares...Retail of the Future

Already it is true that consumers no longer distinguish between online and offline shopping – it is all just shopping. Retailers are already employing digital online shopping as an extension of the bricks and mortar shop knowing that shoppers are as informed if not more informed about products and services as the salesforce is. They can use the digital opportunity to deliver personal, relevant suggestions at scale providing product information, specials, local availability and discounts while using the mobile device to direct consumers through the shop. Then as we will discuss, whereas the Internet is good for research and price comparisons it is no replacement for holding, feeling, inspecting a physical product on a shop shelf or showroom floor. Enter guide shops and retailers such as eyewear retailer Warby Parker that invites customers to mix and match frames against their photo.
The future of shopping will be all about integrating digital tools like mobile, context, and video with sales, marketing and customer service. We can safely assume that shopping will no longer be about shops selling things and customers buying as usual. The future of shopping is more about robot assistants, real experiences, fashion shops without clothes, drones and digital mannequins and a completely new way of delivering the shopping. We are looking at the time when grocery bags are so 2017.

The VinIntell November 2017 edition explores this future of shopping. In particular, we explore the future shopping experience, the future shopper, the future shopping mall and the future shop, specifically the win experience. Already we see glimpses of this future. Finally, a number of trends and forecasts are included.

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