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BI Daily

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GLOBAL TRENDS

Sparkling wine sales... Bubble or pop?

According to the International Organisation of Vine and Wine (OIV), between 2002 and 2018 global production of sparkling wine increased by 57 per cent, from 1.25 billion litres to 2 billion litres - a record level.

Despite the additional 750 million litres of sparkling wine produced over this time, sparkling wine accounts for a 7 per cent share of global wine production, making it a relatively small subset of the overall wine category. Still wine remains by far the biggest wine category with an over 90 per cent share of production. Europe produces over 80 per cent of the world's sparkling wine. Italy and France are the two biggest producers with 27 per cent and 22 per cent of global production respectively. Sparkling wine accounts for about 10 per cent of Italian wine production and it is similar in France.

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How 'Come Over October' Brought the Wine World Together

Come Over October (COO) sprung from a light bulb moment in January 2024, when noted author & wine writer Karen MacNeil was walking her dog and pondering the plethora of anti-wine messaging filling news and commentary spaces. Her thought, to bring wine lovers together to honor the drink's historical significance and cultural importance, quickly blossomed into an international celebration of wine as the magical elixir that brings us together.

WineAmerica was one of the earliest and strongest supporters of the initiative, including hosting a Congressional Wine Reception kicking off the promotion. We thank and applaud the creative collaborators who conceived, orchestrated and executed COO.

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The SW Summary: On Europe's 'dismal' 2024 harvest, support for indigenous growers, progress in standards benchmarking, and more

Meininger's reports on Europe's 'dismal' 2024 harvest. According to a recent press release from European agricultural lobbying organisation Copa-Cogeca, the estimated wine and must production from the 2024 harvest totals around 144m hl. This is 3% lower compared to last year and 10% below the five-year average. Production leaders Italy and Spain saw volume increases year-on-year, but France, Germany and Portugal experienced "significant declines." Climate challenges aren't the only concern for producers. Higher production expenses stemming from inflation and increased supply chain costs are also adding pressure. "This year's production figures simply reflect the prevailing market trends. The European wine market is navigating a challenging and complex phase, marked by high production costs and shifting international dynamics.

The SWR evaluated seven certifications using the GRF and a scoring matrix. Each certification is given a score, ranking, and comprehensive analysis of its strengths and areas for improvement across a number of environmental and social categories. These include areas such as vineyard management, soil health, biodiversity, chemical inputs, waste management, climate change adaptation, regenerative agriculture, employee conditions, community relationships, and more. The certifications assessed in the benchmarking pilot include Equalitas (Italy), Fair'N Green (Germany), Sustainable Winegrowing New Zealand, Sustainable Winegrowing Australia, California Certified Sustainable Winegrowing, WIETA (South Africa) and IPW (South Africa).

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MAJOR WINE PRODUCING COUNTRIES

French Wine Protests Continue

French wine producers are facing even more challenges as cheap imports undermine their margins. Once again, the demonstrators are angry that French wine producers are not supporting homegrown grapes, primarily due to the higher costs of production in France, versus those in countries like Spain.

"Once again, Spanish producers pay the price for the wrath of French farmers," Spanish Socialist MEP Cristina Maestre said this week in response to the motorway blockade and emptying of Spanish wine tankers by French winegrowers. Maestre, who also sits on the European Parliament's Agriculture and Rural Development Committee, called for a the return of law and order at the border and immediate compensation for the losses incurred by Spanish businesses. Given the protests were also against France's Mercosur free trade agreement with South America, Maestre also asked why it was that there were no protests at ports of entry for Mercosur products.

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