



BI Daaglik - BI Daily

14 October 2019

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Global Trends - Wine Industry Key Elements

No- and low-alcohol wine in the US

The numbers, say analysts, are there for anyone who wants to read them. US consumers are drinking less and are looking for lower-alcohol products.

British drinks consultancy IWSR released two studies over the past year: in its 2019 overview, the group found that one-third of 21- to 24-year-olds and 35- to 44-year-olds say they consume low- or no-alcoholic drinks two or three times a week. And it found, after studying 2018 alcohol consumption, that “low- and no-alcohol brands are showing significant growth in key markets as consumers increasingly seek better-for-you products, and explore ways to reduce their alcohol intake”. Growth of no-alcohol wine is forecast at 13.5%, with low-alcohol wine at 5.6%.

The joke in California is that low-alcohol wine is 13.5% ABV instead of 15.5%. No- and low-alcohol wines also have an identity crisis, and it’s much more than the 15/13.5 joke. Does the consumer understand what they are? What exactly constitutes low-alcohol wine? Many product reviews in the US include ciders, products that aren’t readily available, and a jumble of 11-12% ABV white wines. This is in marked contrast to Europe, where a recent British newspaper review included six no-alcohol wines and four with alcohol lower than 9.5% ABV. Availability, thanks to no-alcohol’s low market penetration, can also be a problem.

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Major Wine Producing Countries

Australian wine strikes a new chord in America

Australian wine has been centre stage in the United States of America during a six-week campaign that has dazzled the American trade, consumers and media.

The \$8 million campaign – supported by the Australian Government’s \$50 million Export and Regional Wine Support Package – is the single largest investment Australian wine has made in the market, taking 100 Australian wine exhibitors to New York, Chicago, Miami, Dallas, Los Angeles and San Francisco for a series of consumer

events, seminars and trade tastings.

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