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BI Daily

06 September 2024

GLOBAL TRENDS

Boomers place 60% of online wine orders in major markets

You might assume that it's Millennials and Gen Zs who are shopping for drinks online, but it's increasingly older consumers that are clicking for wine, the drinks business can exclusively reveal.

Although Millennial consumers (those born between 1981 and 1996) will be crucial to the future of wine e-commerce, "particularly in emerging wine markets", they are not the key age group responsible for online wine purchases right now, according to the IWSR, which provides data and insights for the beverage alcohol industry. "In Australia, Italy, France, the UK and Spain, for example, Boomers and Gen X now make up more than 60% of online wine purchasers," Wolfe says.

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International Bulk Wine: Exports are Stable, but Pressures Remain

The "China Effect," following the resolution of the tariff dispute, played a significant role in keeping Australia's total wine export value stable for the year (July 2023 to July 2024). However, this effect was primarily seen in April and May. Bulk wine exports saw a decline, particularly due to reduced demand in key markets like the U.S., Canada, Germany, and France. Prices for some white wines are now decreasing.

Meanwhile, New Zealand reported an official harvest of 395,000 tons for 2024, roughly 21% lower than the previous year. Despite this, there is still 2023 Sauvignon Blanc available, and its price continues to drop. Most other countries are seeing stable prices, with South Africa showing an upward trend.

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The Campaign to Remove Wine from your Dinner Table

The growing fight over whether alcohol is healthy in moderation or dangerous from the first drop has spread to the decision-making behind the U.S. government's Dietary Guidelines for Americans. And wine-and-spirits industry members are pointing out that it looks like the anti-alcohol movement is stacking the deck.

Last month, the Distilled Spirits Council of the United States trade group sent a letter to the Department of Health and Human Services raising pointed questions about a scientific review that an HHS agency plans to conduct on alcohol use. This all sounds very mundane and bureaucratic, but the review represents a dramatic change to how the U.S. dietary guidelines are devised.

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MAJOR WINE PRODUCING COUNTRIES

Italian wine exports remain in positive territory

Figures from the Uiv-Vinitaly Observatory (UVO) found that almost 4.7 million hectolitres of wine have been exported between January and June to the value of €2.1 billion. The news means that non-EU countries have "confirmed their position as the driving force of the market", the UVO said, in the face of demand which had been "significantly cooler up to now".

But it did also report there had been a slowdown after a strong start to the year, as predicted by the observatory, with a progressive slowdown in the final month of the first half of the year, with a 10% decline in volume and 7% decline in value. Compared to the first 5 months of 2024, the total volume of the half-year went from 10% in May to a still positive 6.3% by the middle of the year, while in value the figure went from 7.3% to 4.7%.

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Bulk Wines Save Spain's Wine Exports

In the first half of 2024, Spain increased its exports by 1.5% in value and 0.3% in volume. The main losses occurred in the market for wines with protected designation of origin, while sparkling wine sales also weakened.

Spain saw only a slight increase in its wine exports during the first half of 2024, according to data from the Fundación Observatorio Español del Mercado del Vino (OeMV). Exports in value fell by 0.3%, while volume declined by 1.5%. Despite this, there was a gain of 3.4m liters and €21.8m/\$24m. In total, circa 1bn liters of wine were exported, generating about €1.5bn/\$1,7bn in revenue. In terms of value, this marks the highest result in Spain's history. However, the data also show that higher-priced products saw a decline in exports, while lower-priced wines gained ground. Bottled wines with protected designation of origin (PDO) saw a drop of 3.8% in value (€24m/\$26.5) and 4.3% in volume (5.5m liters). In contrast, bulk wine exports grew by 10.9% in value (€28.5m/\$31.5m) and 1.9% in volume (11.1m liters).

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