



# BI Daaglik - BI Daily

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## *Global Trends - Wine Industry Key Elements*

### **Almost half of young drinkers consume low- and no-alcohol products**

The study, undertaken for the group by YouGov, revealed that the number of young adults drinking low- and no-alcohol has increased from 31% to 44% year-on-year and this generation was also the most sober of all, with 39% not drinking alcohol at all.

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### **WHO and the use of taxes to reduce alcohol consumption**

It has been noted recently that the World Health Organization (WHO) is currently running a campaign to eliminate alcohol consumption throughout the world (WHO shifts its alcohol narratives and the wine industry faces new challenges). As part of this concerted drive, this year the WHO released a Global Report on the Use of Alcohol Taxes.

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## *Major Wine Producing Countries*

### **Exclusive: U.S. Wine Market Dips 2% By Volume, But Sees First Value Increase Since 2020**

With the U.S. wine market facing uncertain economic conditions and increased competitive pressure from other drinks categories, total volume decreased an estimated 2% to 322 million 9-liter cases in 2023, according to Impact Databank. While case sales are down, the industry improved on its 2022 volume performance, and is estimated to have eked out a small year-over-year gain in dollar terms in 2023, boosted by higher pricing. That marks the first value increase since 2020, when sales benefited from consumers stocking up during the pandemic.

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## *Technology*

### **Can TikTok help future proof the wine trade?**

With 83% of Gen Z saying they have purchased food or drink after seeing it on social media, according to data from CGA by NIQ, the influence of TikTok in dictating a growing number of consumer tastes is indisputable.

“We often see millennial and Gen Z consumers make purchasing decisions based on the creators they follow and the experiences or products they recommend.”

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