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**BI Daily**

**28 October 2024**

## GLOBAL TRENDS

### **Will Bhutan be the world's next great wine region?**

The idea of making wine high in the Himalayas may seem far-fetched, but rising global temperatures and unpredictable weather are making the mid-latitude regions where wine production used to always occur decidedly less hospitable to delicate grapes.

Up to 70% of all current wine-producing regions may be wholly unsuitable for growing grapes if temperatures continue to increase apace, with 90% of coastal and lowland regions of Spain, Italy, Greece and Southern California "at risk of disappearing," according to a [review](#) of more than 200 studies published in Nature Reviews Earth & Environment.

to stay afloat.

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### **How Three Key Elections Could Shake Up Europe's Wine Industry**

Those who believe that wine and politics should be kept firmly apart may struggle to make their case over the next few weeks when voters in three countries go to the polls. Industry professionals based in Europe, in particular, may find themselves biting their nails. For starters, there are the former Soviet republics of Moldova and Georgia. Together, they have a population smaller than 7m - a little over half as many as in the key US swing state of Pennsylvania, where people will also be going out to vote.

And then, of course, on Tuesday November 5th, America will go to the polls. For many US wine professionals, a crucial issue will be Donald Trump's statements about tariffs. Importers remember the impact on their French, German and Spanish imports of the 25% tariff the former president imposed during his last term and, judging by his rhetoric, might well reintroduce. Trump has described

tariffs as "the most beautiful word in the dictionary" and proposed imposing them at a level of 10-60% on all imported goods - presumably including wine.

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## Five ways AI is impacting the wine trade

Every industry is in the midst of figuring out the benefits and drawbacks of using artificial intelligence. In wine, its potential application is vast. From vineyard management to winemaking and marketing, AI's impact can be felt at every level of the wine trade, influencing the way we grow, make, buy, sell and consume wine. While some will be sceptical about its use, many are welcoming its development and use it as a tool to help us work smarter, not harder.

"The tools I'm interested in are those that allow me to make better decisions, more quickly. The benefit to that framework is that, in theory, AI can be applied almost anywhere; the challenge is that AI is only as good as its training models. And most of those are still in their infancy."

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## Canned Wine Market Expected to Reach a Valuation of US\$ 2,507.9 Mn by 2030

The Canned Wine Market has been witnessing remarkable growth as a convenient and sustainable alternative to traditional bottled wine. As consumers seek convenience, portability, and eco-friendly packaging options, canned wine has emerged as an innovative product that aligns with these preferences. Moreover, it caters to a new generation of wine consumers who appreciate on-the-go lifestyles and want options for single servings or small gatherings. This report delves into the latest trends, growth drivers, challenges, and future projections in the global canned wine market.

The rising consumer demand for convenience and eco-conscious packaging has fueled the growth of the canned wine market. Canned wine, with its portability and often single-serving size, appeals particularly to younger consumers, including Millennials and Gen Z, who value innovative and sustainable options.

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## MAJOR WINE PRODUCING COUNTRIES

### Australian wine exports climb 34% thanks to China

Australian wine exports increased by 34% in value to AU\$2.39bn in the 12 months ended September 2024. Volume exports were also up, though at a significantly lower rate, climbing 7% to 643 million litres, according to Wine Australia's Export Report released today.

These are the highest levels of shipments by both volume and value since the 12 months ended August 2021, and the growth was driven by the re-entry of Australian wine exports to Mainland China following the removal of import duties on Australian bottled wine in late March 2024.

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Our mailing address is:  
South Africa Wine  
Picardi Farm, 100 Cecilia Street  
Suider-Paarl, 7646

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