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GLOBAL WINE TRENDS AND OPPORTUNITIES

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Wine Industry Global Trends and Opportunities

The wine industry is **continually evolving**, influenced by shifts in consumer preferences, technological advancements, and broader economic and environmental trends. As a result the industry presents numerous global opportunities.

- **Revenue and Consumption:** Despite challenges, the wine industry is forecasted to maintain a substantial economic footprint globally.
- **Market Shifts:** There is a noticeable trend towards lighter wines and a concern over climate change impacting production.
- **Economic and Health Factors:** These are influencing consumption patterns, suggesting a need for adaptation within the industry.

Global Wine Industry Forecast (End of 2024)	
Parameter	Value
Global Revenue	\$353.4 billion
Total Consumption Volume	25.3 billion litres
Average Price per litre	\$13.97 (estimated)

Eco-friendly Practices

- There is a growing emphasis on **sustainable viticulture**, including organic and biodynamic farming practices. Consumers are increasingly interested in wines produced with minimal environmental impact, promoting biodiversity and soil health. Regenerative viticulture goes beyond sustainability, focusing on restoring and enhancing the ecosystem.
- Water conservation is a focus in regions with water scarcity and wineries are implementing innovative **irrigation techniques** and are even using drought resistant grape varieties.
- **Carbon footprint reduction** through use of solar power, minimizing transport emissions and use of innovative packaging solutions like lightweight bottles.



Certifications

Wines with organic, biodynamic, or sustainable certifications are gaining popularity, appealing to environmentally conscious consumers.

Examples are the Wine and Agricultural Ethical Trade Association (**WIETA**) and Integrated Production of Wine (**IPW**) in South Africa and Haute Valeur Environnementale (**HVE**) in France.



Natural Wines

- **Minimal Intervention**

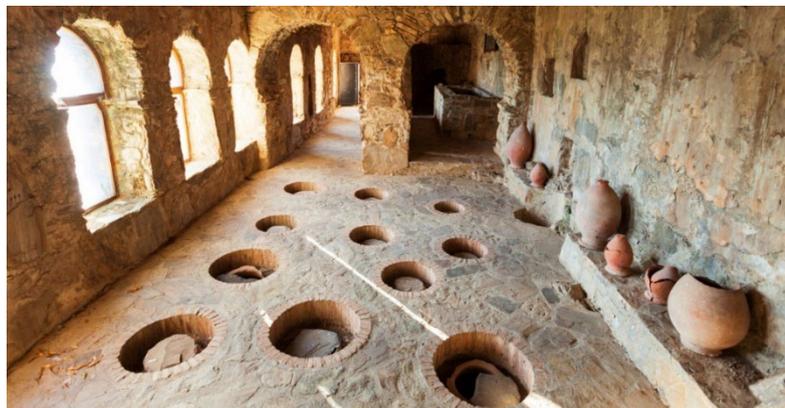
The use of natural yeasts, and little to no additives or sulfite is becoming more popular in wine making.

- **Unfiltered and Unfined**

These wines appear cloudier and may have unconventional flavours, attracting adventurous wine drinkers.

Interesting Fact: Georgia

An emerging trend from **Georgia** is the revival and global recognition of traditional **qvevri winemaking**. This ancient method involves fermenting and aging wine in large clay vessels called qvevris, which are buried underground.



Wine Tourism and Experiences

- **Experiential Consumption**

Wine tourism is on the rise, with consumers seeking immersive experiences such as vineyard tours, tastings, wine festivals and the integration of cultural and gastronomic elements. The trend enhances the connection between consumers and wine producers and attracts both local and international tourists creating a boost to the local economies.

- **Wine Education**

There is growing interest in wine education, with more people attending wine courses, tasting events, and seminars to deepen their knowledge.

Technology and Innovation

- **E-commerce and Direct-to-Consumer Sales**

The rise of online wine sales platforms has revolutionized the industry, making it easier for consumers to access a wide range of wines and for producers to reach a global audience.

- **Smart Technology**

Innovations such as temperature-controlled wine storage, blockchain for traceability, and apps for wine recommendations are enhancing the consumer experience and improving supply chain transparency.



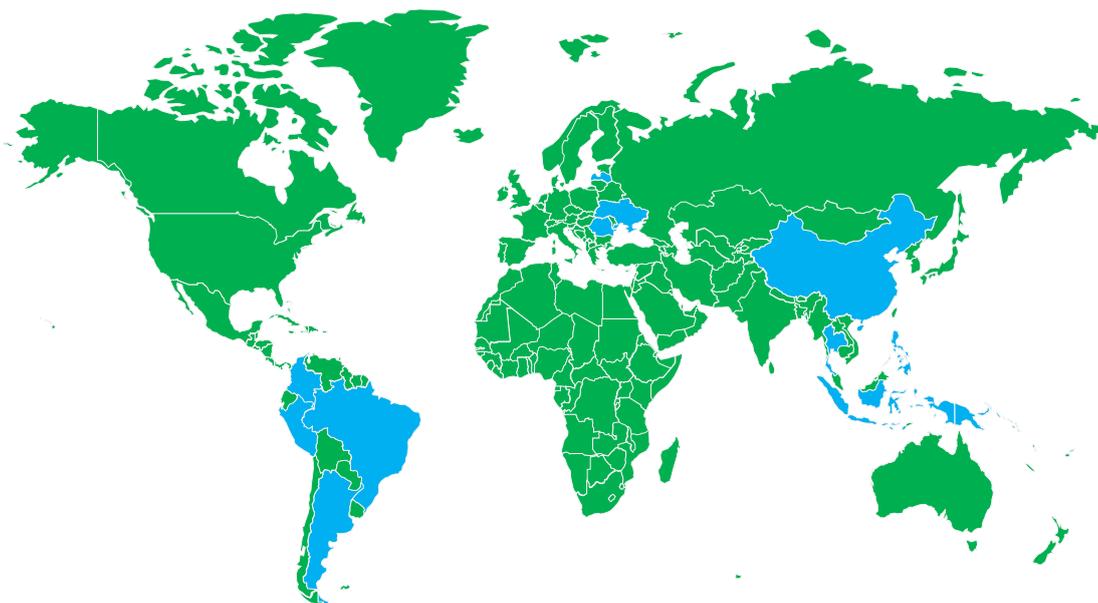
Diversity and Inclusion

- **Emerging Wine Regions**

There is increasing interest in wines from emerging regions such as South America, Eastern Europe and parts of Asia. These regions are producing high-quality wines and gaining recognition on the global stage.

- **Representation**

There is a push for greater diversity and inclusion within the wine industry, including more visibility and opportunities for women and minority winemakers, sommeliers, and industry leaders.



Tariffs and Tax Regimes

▪ Tariffs

China has lifted the heavy tariffs imposed on Australian wine imports in 2020 marking an **expected improvement** in Australia's exports to China.

China has implemented **new requirements** for international food production facilities affecting US wine producers ability to export to China.

US and EU regions have both endorsed a **zero for zero approach** which aims to remove all tariffs on wine, enhancing transatlantic wine trade.

These developments reflect ongoing adjustments in international trade policies which are **reshaping market access** and competitive dynamics in the industry.

▪ Tax Regimes

The US, Japan and UK impose lower tax rates on wines with **lower alcohol %'s**. This impacts consumer behaviours, incentivises producer innovation, creates market competitiveness and could lead to changes in public health over time.

The EU have a more **standardised approach**, but member states have the flexibility to set their own rates. For example, Italy and France have relatively low duties on wine, reflecting their large wine industries whilst Sweden has higher rates.



#1

Emerging Markets Expansion and Alternative Grape Varieties

- **Asia and Africa Markets**

Countries like China, India and Japan are showing increasing interest in wine. As middle classes grow and western lifestyles become more popular, wine consumption is rising.

Markets in South Africa, Kenya and Nigeria are also expanding, offering new opportunities for wine producers and exporters.

- **Alternative Grape Varieties and Blends**

Introducing consumers to lesser-known grape varieties and unique blends can differentiate brands in a crowded market. Climate change is also encouraging the exploration of more resilient grape varieties.



#2

Premiumisation, Marketing and collaborations

- **Premium and Super-Premium Wines**

Consumers are increasingly willing to pay for higher-quality wines. There is a growing trend toward these premiums particularly in the mature markets like the US and Europe.

Fine and **rare wines** are also seeing increased interest from collectors and investors.

- **Marketing and collaborations**

Using experiential marketing to create memorable and **engaging marketing campaigns**, such as storytelling about the vineyard's history, heritage and unique qualities, can resonate with consumers.

This linked the premium type wines and collaborations with chefs, artists and others creates unique product offerings and experiences.

#3

Wine Tourism

- **Historic and Emerging Regions**

Regions like Napa Valley, Bordeaux and Tuscany are famous for wine tourism but emerging regions such as South Africa are capitalising on this trend.

Creating unique experiences such as **harvest participation** linked to traditional wine tasting attracts local and international tourists.



#4

Innovation and Technology

The adoption of technology in vineyard management, such as drones, sensors, and data analytics can optimize production and improve quality. **Blockchain technology** for supply chain transparency and **authenticity verification** is also an emerging opportunity.

- **Canned and Boxed Wines**

Convenience packaging is gaining popularity, particularly among younger consumers and for casual occasions. This linked to the rise of the environmentally conscious consumer creates a dual opportunity for wine packaging.

- **Low-Alcohol and Non-Alcoholic Wines**

There is a growing market for health-conscious consumers who prefer low-alcohol or alcohol-free options.



#5

Sustainable and Organic Wines and Practices

- **Sustainable and Organic Wines**

There is a significant rise in demand for organic, biodynamic, and sustainable wines. Producers have the opportunity to consider what they grow to meet this demand. **Certification labels** and eco-friendly packaging can attract these eco-conscious consumers.

- **Selling Practices**

The pandemic accelerated the shift towards **online** wine sales.

E-commerce platforms and direct-to-consumer sales channels offer significant growth potential, especially with personalised marketing and subscription models.

This could include **virtual wine tastings** across the globe and online wine clubs.





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