



# **Wine Market Observatory**

***Tuesday, November 21th 2023***

**A temporary crisis or a paradigm shift in Wine Markets?**

**EFOW**





## Goal and Methodology

### Goal

To provide the WMO with **a point of view** over the current market crisis.

### Methodology

1. grey literature collection and analysis
2. direct in-depth interviews with Sales/Marketing International Director (n=4) and Consortia's Director (n=2)



PRODUCER

IMPORTER

ON TRADE

E-COM

OFF TRADE

SHOPPER



**6 TOPICS**

**BETWEEN**

**THE CRISIS AND THE PARADIGM SHIFT**



## TOPIC 1

# THE CONSUMERS' CONSIDERATION SET



### **WIDER**

MORE AND MORE NEW ALCOHOLIC CATEGORIES HAVE EMERGED  
e.g. Gin

### **CROWDED**

LOW PRODUCTION BARRIERS GENERATE BRAND PROFLIERATION WITHIN CATEGORIES  
e.g. more than 300 brand of *Made in Italy* Gins



## **TOPIC 2**

# **THE *COVID-GENERATED* DEMAND**



**TEMPORARY OVER-CONSUMPTION**  
ACTUAL CONSUMERS

**STRATEGY OF OVER-STORAGE**  
DISTRIBUTORS



## TOPIC 3

### THE *HEALTH-CENTRIC ATTACK*

*weight – cancer - cholesterol*



**ACTUAL CONSUMERS**  
DECREASE IN PRODUCT APPEAL & CONSUMPTION

**PROSPECT CONSUMERS**  
BARRIER TO PRODUCT ADOPTION



## **TOPIC 4**

### **THE *LESS-BUT-BETTER* RATIONALE**



**THE MIDDLE-CLASS CRISIS**  
INFLATION – UNCERTAINTY – PAUPERIZATION

**THE EVENT-RELATED CONSUMPTION**  
APERITIVES– MIXOLOGY - @HOME





## TOPIC 5 THE *INSTA-BLE* EFFECT



**GOOD TO SEE, GOOD TO DRINK**  
COLOURS – DRINK FORM – BOTTLE & GLASS

**TOO HOT TO WINE**  
THE REDs AUTUMN



## TOPIC 6 THE DEMOGRAPHIC SHIFT



**HELLO GRANDPA**  
A MATTER OF CATEGORY EXPERIENCE

**THE Z\_GEN CHALLENGE**  
A MATTER OF VOLUMES



## CONCLUSIONS



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TOPIC 6  
THE DEMOGRAPHIC SHIFT

TOPIC 3  
THE HEALTH-CENTRIC ATTACK

TOPIC 5  
THE *INSTA-BLE* EFFECT

TOPIC 4  
THE LESS-BUT-BETTER RATIONALE

TOPIC 1  
THE CONSUMERS' CONSIDERATION SET

TOPIC 2  
THE COVID-GENERATED DEMAND



## ***PROBABLY YES, A PARADIGM SHIFT HAS JUST BEGUN***

**1**

**WINE DEMAND** IS THE POINT WHERE MORE OF THE TOPICS ARE CONCENTRATED

**2**

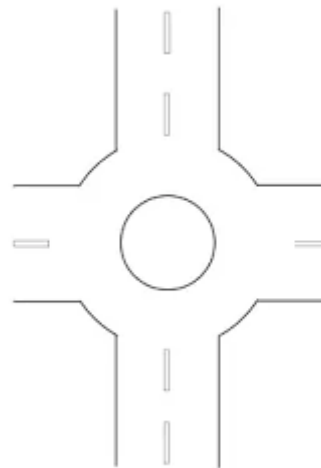
**WINE DEMAND** IS TRANSFORMING

**3**

TEMPORARY FACTS (e.g. Ukraine War) WILL **ACCELERATE** IT



***THERE IS NO TUNNEL TO EXIT***





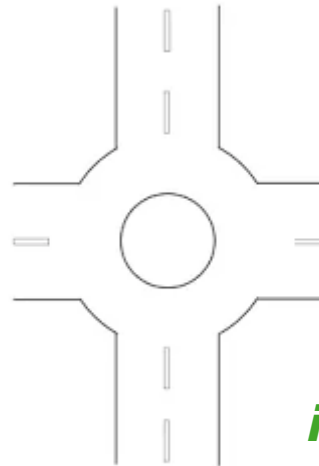
## ***THERE IS NO TUNNEL TO EXIT***

***PRODUCTION***  
***more and new quality***

***PROMOTION***  
***continuity and local presence***

***INNOVATION***  
***sustainability & lightness***

***EDUCATION***  
***incoming and consumer edu***





***Thank You***