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SANGUIS JOVIS

ALTA SCUOLA DEL SANGIOVESE

VII Edizione

SUMMER SCHOOL SANGUIS JOVIS

**Segnali forti e deboli
del consumo mondiale di vino**

Gabriele Gorelli MW

Times are changing in the drinks industry.

Extraordinary global disruptions have led to a new economic reality that is shaping the consumption of luxury goods and business outcomes. Gone are the days when the quality of a wine could be established by the heaviness of the bottle.

Lightweighting is a verb and issues regarding sustainability, provenance and carbon footprint are of concern to informed consumers. The **sober curious** movement is gaining momentum while the definition of luxury is shifting from empirical economics - the more expensive the better - to something less tangible.



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Sipping with intention, pleasure with restraint

- Planet is **beginning to stabilise** after the Covid-19 pandemic.
- Since 2022, **sustainability and respect** for the environment became an increasingly important wine trend – this will continue.
- The forces of climate change, **digitalisation and globalisation** are all leaving their mark on this ancient industry. Legislation regarding labelling will lead to **a rise in minimal intervention.**



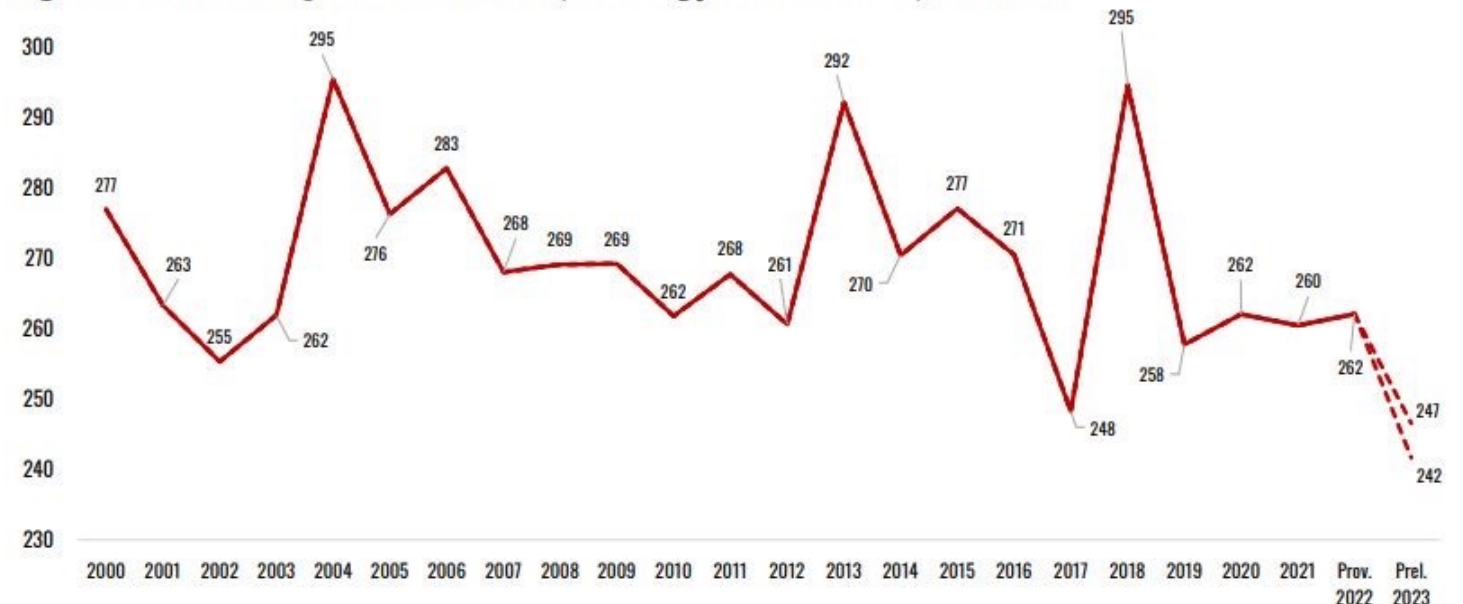
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WHAT GOES UP MUST COME DOWN

Pandemic driven sales (**up**), less actual production (**down** -> climate change), less consumption (**down**). Means better wines (for planet, for people). Human factor, back **down** to earth - labour issues (*The Great Resignation*) and safeguarding HR resources (diversity, inclusion) and provenance, heritage methods, field blends etc.

Figure 1 - World wine production volume (excluding juices and musts), 2000-2023



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This is the January 2024 cover of Gambero Rosso, one of Italy's foremost wine and spirit publications. The annual report on the newly released 2019 Brunello has been supplanted by Kombucha.



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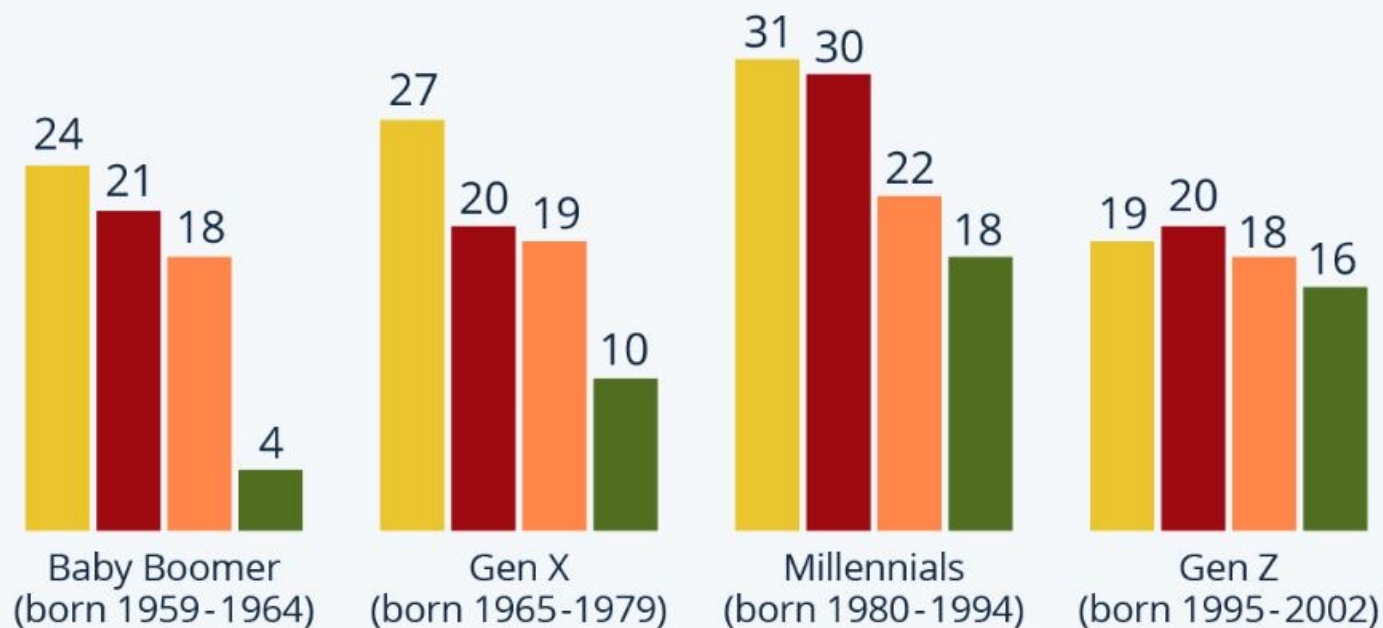


Gen Z: The More Sober Generation



Share of respondents who regularly consume the following types of alcohol, by generation (in percent)

■ Beer ■ Wine ■ Spirits ■ Hard seltzer



10,000 U.S. respondents (18-64 y/o) surveyed Jul. 2022-Jun. 2023.
Questions only shown to respondents of legal drinking age
Quelle: Statista Consumer Insights



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Gen Z : “the least alcohol-consuming generation in history”

At the forefront of a trend towards moderation as part of a general interest in health and wellness along with concerns about social media surveillance.

STATISTIC:

IWSR reports that the total volume of **no-alcohol and low-alcohol beverages** hitting the global market is expected to grow 31% by 2024. A recent Gallup survey shows that consumers are supporting this trend.

“**Better-for-you**” alcoholic alternatives have already seen a 20.1% increase in sales from 2021 to 2022 (source Snipp), while low and no-alcohol offerings saw a 6% increase in that timeframe.

According to market research firm Nielsen, 21% of U.S. drinkers [participated in Dry January in 2019](#).

Not just the US, UK, French Millennials...

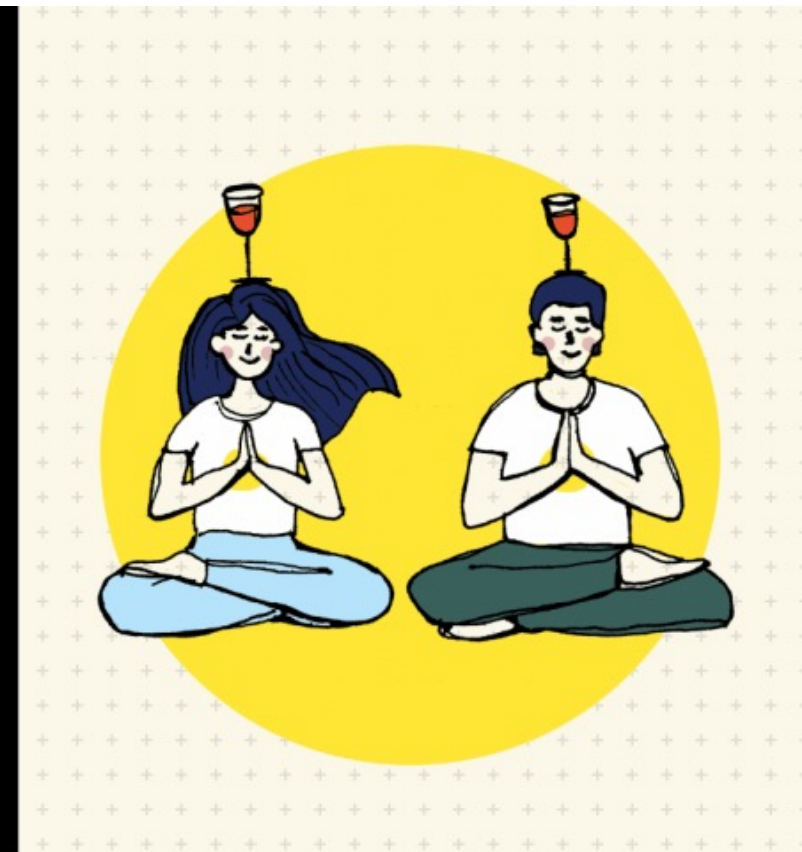


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«GET YOUR SUNDAYS BACK»

The damp lifestyle is the choice to practice moderation or mindfulness when drinking alcohol. This is coupled with an intentional focus to avoid binge drinking or going overboard with your alcohol consumption.



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Future-oriented questions

- **Is low-alcohol wine** a response to healthspan and wellness?
Or is it stimulated by climate change and plant-based eating?
- **Is climate change** causing style-blending?
Or is terroir under threat?
- **Is labelling legislation** a response to a desire for transparency and control over what we put in our bodies or will it create a more virtuous production model?



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Grazie!

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