
The Worlds Wine Markets

Globalization of the World's Wine Markets
 A Statistical Compendium
 A New Comparative History
 Modelling the Impact of Exchange Rate Movements on the World's Wine Markets, 2007-2011
 Asia's Evolving Role in Global Wine Markets
 Searching the World for the Best, the Worst, the Outrageously Cheap, the Insanely Overpriced, and the Undiscovered
 Government Intervention and Multilateral Policy Reform
 UK and Global Wine Markets by 2025, and Implications of Brexit
 Cumulative Effects of Brexit and Other UK and EU27 Bilateral FTAs on the World's Wine Markets
 Wine Wars
 Global Wine Markets, 1860 to 2016
 A Handbook with 30 Case Studies of Wine Brands and Wine Regions in the World
 Overview
 The World of Sicilian Wine
 Food and Wine Festivals and Events Around the World
 The Palgrave Handbook of Wine Industry Economics
 Case Study: Robert Mondavi and The Wine Industry
 Global wine markets, 1860 to 2016
 Investing in Liquid Assets
 The Wine Value Chain in China
 Globalization and the World's Wine Markets
 Wine Markets
 A Model of the World Wine Market
 The impact of New World wines upon the UK market
 The International Economics of Wine
 A Statistical Compendium
 Uncorking Profits in Today's Global Wine Market
 Global Wine Markets, 1961 to 2003
 Wine Globalization
 Wine Economics
 Grapes and Wines
 Thirst for Wine - Inside China's Wine Industry: The Success Factors of Marketing Wine in China
 The Curse of the Blue Nun, the Miracle of Two Buck Chuck, and the Revenge of the Terroirists
 The International Wine Trade
 Vine and Wine Economy
 A Statistical Compendium, 1961-2009
 A New Comparative History
 Around the World in Eighty Wines
 Advances in Production, Processing, Analysis and Valorization
 Wine Positioning

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CLARA JESSIE

Globalization of the World's Wine Markets Elsevier

China is turning into one of the world's largest, most lucrative food and beverage markets. Especially wine is in demand and has become fashionable as a symbol of social status. This trend is very likely to continue as wine consumption is closely related to income and China's emerging middle class offers tremendous potential. The market's healthy value growth will further encourage newcomers from outside China. But how can a market entrance be successfully managed and what are the main challenges when bringing wine to China? This book is an insiders' guide to efficiently planning a market entry by taking a thorough look at the wine market of China. It surveys the typical behavior of the Chinese wine consumer and examines the relevant factors for a successful market entry. Distribution channels (off- and online), pricing models and marketing activities are scrutinized. Further, the reader gets insights into the challenges of this dynamic market, such as fierce domestic and foreign competition, policies and regulations as well as entry barriers. The thirst for wine prevails, and this book will leverage your momentum.

A Statistical Compendium Rowman & Littlefield

Need to know how other exporting countries are doing in your growth markets abroad? Or how wine is competing in the market for alcoholic

beverages? Or which countries are most rapidly upgrading the quality of their wine imports? These and a thousand other such questions can now be readily answered with the help of this new statistical compendium. Among other things, the Compendium exposes the extent to which the world's various wine markets are structurally adjusting. Until 15 years ago, wine exporting was an almost exclusively European activity. Since then, however, California and several southern hemisphere countries (Australia, Argentina, Chile, South Africa, and New Zealand) have begun to challenge that European dominance. With these major changes, and with a new round of WTO-sponsored multilateral trade negotiations (the Doha Development Agenda) getting under way, there is a greater need than ever for systematic analysis of the world's markets for wine. An essential prerequisite for such analysis is a thorough understanding of past trends and recent developments. To that end this statistical compendium brings together data from a wide range of national and international sources and summarizes them in ways that make it easy to see trends over time and draw comparisons across countries.

A New Comparative History Edward Elgar Publishing

Until very recently, most grape-based wine was consumed close to where it was produced, and mostly that was in Europe. Barely one-tenth of the world's wine production was exported prior to the 1970s, even counting intra-European trade. The latest wave of globalization has changed that forever. Now more than one-third of all wine consumed globally is produced in another country, and Europe's dominance of global wine trade has been greatly diminished by the surge of exports from 'New World' producers. New consumers also have come onto the scene as incomes have grown,

eating habits have changed and tastes have broadened. Asia in particular is emerging as a new and rapidly growing wine market - and in China that is stimulating the development of local, modern production capability that, in volume terms, already rivals that of Argentina, Australia and South Africa. This latest edition of global wine statistics therefore not only updates data to 2009 and revises past data, but also expands on earlier editions in a number of ways. For example, we now separately identify an extra eight Asian countries or customs areas (Hong Kong, India, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand) in addition to China and Japan. We also include more than 50 new tables to cover such items as excise and import taxes, per capita expenditure on wine, the share of domestic sales in off-trade, the shares of the largest firms in national markets and globally, and the most powerful wine brands globally. Given the growing interest in the health aspects of alcohol consumption, we now express it per adult as well as per capita. Perhaps the most significant addition to this latest version is a new section that provides estimates of the volume, value and hence unit value of wine production, consumption, exports and imports for four categories: sparkling wines, and non-premium, commercial-premium and super-premium still wines. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

Modelling the Impact of Exchange Rate Movements on the World's Wine Markets, 2007-2011 Rowman & Littlefield Publishers

Food and Wine Festivals and Events Around the World is a pioneering text that recognises the importance of this rapidly growing aspect of the tourism industry. Food and wine festivals and events play a significant role in rural and urban development and regeneration and the impacts of these events can be far ranging at a social, political, economic and environmental level. This innovative book recognises the development of food and wine festivals as a part of regional and national tourism strategies and uses international case studies to illustrate practice and contextualise theory. Bringing together an international contributor team of experts, this is the first book to study this profitable and expanding area of the tourism industry and provides a unique resource for those studying in the fields of tourism, event management and culinary arts.

Asia's Evolving Role in Global Wine Markets Springer

This book introduces readers to the concept and implementation of positioning techniques in the context of the wine industry. Featuring 30 case studies on brands and wine regions around the world - all based on the same principles - it presents a successful, cutting-edge strategy for the marketing of wine. Rather than focusing on a small group of elitist appellations, the Grand Crus universe and a handful of star brands, the book addresses the real, day-to-day wine world. In light of globalization, it introduces state-of-the-art wine positioning techniques, with an emphasis on the identity, segmentation and positioning of wine appellations and wine brands. In its analysis of wine appellation models, the book examines local parameters like geology, history and wine growing techniques; compares facts, figures and actors; analyzes the signals that are being sent to the market and presents a range of key factors for success. Similarly, the wine brands models are analyzed on the basis of their respective brand identity and apparent marketing policy. In the book's final part, it summarizes recent developments in wine marketing, including the growing importance of wine brands as new territories in the global vineyard, and the role of appellations as the essence of cultural diversity.

Searching the World for the Best, the Worst, the Outrageously Cheap, the Insanely Overpriced, and the Undiscovered Edward Elgar Publishing

Bachelor Thesis from the year 2007 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Edinburgh Napier University (Business Management), language: English, abstract: This dissertation aims to reveal the impact of the New World wines upon the UK market which necessitates an examination of all factors that might have strengthened the competitive position of the New World compared to the Old as well as the evaluation of current and past market figures and also broad primary research in order to affirm or query the findings. The observation of leading author's general view about New World wines has shown that the great differences between both worlds have started to blur as both regions are increasingly willing to learn from each other and to adopt the other's wine producing and marketing methods which is particularly vital for all Old World suppliers performances. A PEST analysis and an analysis of competitive advantages have revealed that the New World suppliers are generally better positioned to respond to current challenges and to perform successfully on the UK wine market. The investigation of legal circumstances in terms of oenological practices and label requirements indicates that despite of the very strict appellation systems of the Old World both regions act under similar legal conditions and that the Old World has to cope with some minor legal disadvantages which are mainly due to traditional values and ideologies. The comparison of the reactions of France and Germany as two selected Old World producers gave information that only France's wine industry is really threatened by the New World and goes many ways to defeat or regain market share. An observation of the application of wine brands has shown that this is undoubtedly one of the leading key factors of which the New World has taken much more advantage. A blind wine tasting which emerged the New World as victorious in all comparisons and a comprehensive survey which investigated consumer purchase behaviour have, with some exceptions, largely underlined these current market findings. The appearance of the New World has changed the market structure, the consumer behaviour, the face of wine and is certainly not only a trend but now the leading power on the market.

Government Intervention and Multilateral Policy Reform Springer

Since Britain accounts for a major share of the world's wine imports, and EU member countries include the world's major wine exporters, Brexit and subsequent UK and EU27 bilateral free-trade agreements (FTAs) have the potential to disrupt wine markets globally. We use a model of the world's national wine markets, projected to 2025, to examine potential impacts of Brexit and a series of follow-on bilateral FTAs. The scenarios assume a UK-EU27 FTA is followed by EU27 bilateral FTAs with Australia and New Zealand and then UK bilateral FTAs with those two plus South Africa and Chile (with whom the EU already has FTAs). The new EU-Japan FTA is also assessed. Brexit's impact comes more from assumed changes to the UK's income growth and the pound's exchange rate than to its tariffs. The bilateral trade consequences of the trade-diverting and trade-creating effects of each additional FTA are highlighted. They are then compared with the effects of a multilateral agreement to remove all wine import tariffs globally. Unrealistic though this is, it exposes the far bigger contributions to wine producers and consumers that could emerge from a single multilateral undertaking than from several bilateral or regional FTAs.

UK and Global Wine Markets by 2025, and Implications of Brexit Simon and Schuster

"This work will appeal to students enrolled in wine marketing and business courses, those studying industrial organization, and economists and other social scientists interested in case studies of globalization at work. As well, wine industry participants interested in understanding the reasons behind

the recent dramatic developments in the industry will find this book of great value."--BOOK JACKET.

Cumulative Effects of Brexit and Other UK and EU27 Bilateral FTAs on the World's Wine Markets Cambridge University Press

The world of wine encompasses endless variety. Consumers want to understand what makes one bottle of wine different from another; vintners need to know how to communicate what makes their product distinctive. Drawing on a decade of fieldwork in Italy and France as well as interviews with critics and analysis of market data, Giacomo Negro, Michael T. Hannan, and Susan Olzak provide an unprecedented sociological account of the dynamics of wine markets. They demonstrate how the concepts of genre and collective identity illuminate producers' choices, whether they are selling traditional or nonconventional wines. Winemakers face a fundamental choice: produce an existing style and develop an identity as a proponent of tradition or embrace foreign, new, or emerging categories and be seen as an innovator. To explain this dilemma, Negro, Hannan, and Olzak develop the notion of wine genres, or shared understandings among producers and the public. Genres emerge through the social structure of production, including factors such as group solidarity, social cohesion, and collective action, and become key reference points for critics and consumers. Wine Markets features case studies of the creation of a modern wine genre and a countermovement against modernism in Piedmont, the failure of producers of Brunello di Montalcino in Tuscany to define a clear collective identity, and the emergence of the biodynamic wine movement in Alsace. This book not only offers keen sociological insight into the wine world but also sheds new light on the logic of markets and organizations more broadly.

Wine Wars Chandos Publishing

Addresses the question of what an economic model of the world wine market suggests will happen to wine production, consumption, trade and prices in various regions in the early 21st century. A subsidiary issue is what difference would global or European regional wine liberalisation make to that outlook, according to such a model.

Global Wine Markets, 1860 to 2016 Rowman & Littlefield Publishers

The UK has accounted for a major share of the world's wine imports for centuries, and wine accounts for more than one-third of UK alcohol consumption. It is therefore not surprising that both suppliers of those imports and UK wine consumers, producers, traders, distributors, and retailers are focusing on what the UK's planned withdrawal from the European Union (Brexit) might mean for them. In this paper a model of the world's wine markets is used to project those markets to 2025 without, and then with, Brexit. The Brexit scenarios involve adjustment not just to UK and EU27 bilateral tariffs but also to assumed changes to UK's income growth and currency. The relative importance of each of those three components of the shock are reported, as are impacts on bilateral wine trade values and volumes for still and sparkling wines. The results suggest the impact outside the UK will be very minor compared with other developments in the world's wine markets. Inside the UK, however, the effect of Brexit on incomes and the pound are likely to have non-trivial impacts on the domestic wine market, and to be far larger than just the direct impact of changes in bilateral tariffs.

A Handbook with 30 Case Studies of Wine Brands and Wine Regions in the World Cambridge University Press

The Wine Value Chain in China: Global Dynamics, Marketing and Communication in the Contemporary Chinese Wine Market presents information on China and its role as a relevant player in the international wine industry, both as supplier and consumer. The book provides new insights into the global dynamics of the wine industry, expanding the knowledge of academics, practitioners, and students on the growing demand for wine in China. Special attention is paid to the supply and demand changes, their impacts on Western wine supply chains, and new market opportunities. The book contributes the latest research findings to increase the understanding of the context of wine consumption in China and the most suitable marketing and communication approaches. The book aims to provide academics with the most adequate methodological tools to study a novice market, with both conceptual and empirical chapters included. The book covers a range of topics, including the behavior of Chinese consumers and their attitudes towards wine, the cultural context of wine in China, the characteristics of the wine supply chain in China and its development, the impact of China on Western wine supply chains, wine marketing and communication in China, wine branding in China, including counterfeiting, wine education in China, the links between wine, food, luxury, and Western products in China, and wine tourism. Collects and collates research on wine consumer behavior in China Presents an outstanding scholarly look at wine marketing studies Offers a whole market perspective that focuses on demand Provide academics, practitioners, and students with new investigation tools in marketing and communication that are in-line with the characteristics of this market Draw conclusions relevant to other emerging markets, detailing why China is different from other such markets

Overview The World's Wine Markets Globalization at Work

Globalization is not new to the world's wine markets, but its influence over the past decade or so has increased dramatically. This Paper reviews the effects of that on both the Old World and New World. In focusing retrospectively on the period since the late 1980s, it points to the dramatic increase in the industry's export orientation and quality upgrading in the New World and the consequent competitive pressure on the Old World in key import markets. Looking forward, the Paper draws on a new model of the world's wine markets that distinguishes non-premium, commercial premium and super-plus premium wines in each of 47 countries or country groups spanning the world. It projects recent developments to 2005, based on income, population and taste trends on the demand side and vine acreage and productivity trends on the supply side of each market. The effect of a slowdown in the global economy in the medium term is also considered. The results expose numerous implications of recent and prospective developments on key wine-exporting regions

The World of Sicilian Wine Princeton University Press

The International Economics of Wine provides a broad range of studies by Professor Kym Anderson and his co-authors of the international trade dimension of national, regional and global wine market developments over the past quarter-century. Prior to 1990, barely 10% of global wine production crossed national borders, but now that figure is 40%. In that short period, wine has switched from being one of the world's least-traded agricultural products to one of the most traded internationally. This has created an unprecedented boom for consumers, who have also witnessed huge improvements in the quality and diversity of wines available. The chapters in this book shed light on the causes and consequences of the dramatic transformation of the world of wine. An economic model of the world's wine markets, based on newly compiled data, makes it possible to

quantify the likely effects of changes in incomes, consumer preferences, tax and trade policies, and exchange rates. Differential changes in technologies and winegrape varieties, and the opening up of cooler wine regions, have also altered comparative advantages in wine.

Food and Wine Festivals and Events Around the World Columbia University Press

Wine tourism is a rapidly growing field of industry and academic interest with changes in the consumer markets in recent years, showing an enormous interest in 'experiential' travel. Wine Tourism Around the World is therefore an invaluable text for both students and practitioners alike and provides: * The first comprehensive introduction to wine tourism from a business, social science and policy perspective * An international perspective on wine tourism and includes detailed examples from Australia, Canada, France, Greece, Hungary, New Zealand, Portugal, South Africa, Spain, Switzerland, UK and the USA * Detailed information on the growth and development of wine tourism from both supply, demand, marketing and management perspectives Academic researchers and students in tourism and hospitality fields, as well as anyone connected with the wine industry, will find this book an essential guide to understanding the global impacts of wine tourism and the consequent economic, social and environmental impacts and opportunities. C.Michael Hall is based at the University of Otago in New Zealand and is Visiting Professor in the School of Leisure and Food Management, Sheffield Hallam University. He has written widely on wine, food and rural tourism and has a major interest in cool-climate wine tourism. Liz Sharples is a lecturer in the School of Leisure and Food Management, Sheffield Hallam University. She has extensive practical and academic experience in the hospitality industry and has major research interests in the interrelationships between cuisine, tourism and rural production. Brock Cambourne is the owner/operator of multiple tourism award winning National Capital Wine Tours and principal of Benchmark Tourism Consulting. He has researched and published extensively on wine and culinary tourism and is a member of the Australian National Wine Tourism Working Party. Niki Macionis is a lecturer at the University of Canberra's Cooperative Research Centre for Sustainable Tourism. Her graduate studies focussed on the development of wine tourism and she has researched and published extensively on wine and culinary tourism.

The Palgrave Handbook of Wine Industry Economics Routledge

This is the second edition of the definitive analysis of the international wine trade. This new edition focuses on individual trade flows across the major importing and exporting countries, examines the increasing role of food retailers in wine selling and looks for the future trends which will shape the industry in the new millennium. The book begins by examining technical factors in the wine trade giving rise to differences in pricing and considers how wines' characteristics help to position the final products. It shows how trends in consumption are changing in different ways in the traditional and Anglo-Saxon markets and explains the effects of developments in international trade such as the role of trade barriers. The heart of the book profiles the ten major wine importing countries and considers: Trends in the consumption of alcoholic drinks Wine market and import patterns The configuration of import and distribution channels Each country's trade policy with detailed comparisons between them The book then goes on to consider the wine trade from the exporters point of view and describes: The challenge posed by New World producers to those based in Western Europe The influence of the previously planned economies of the former Soviet bloc The role of the EU and the likely effect of further European integration The influence of tariff schedules and the GATT negotiations This edition will be essential reading for all wine trade professionals including: wine producers, importers and exporters, negociants, co-operatives and regional economic development agencies, and wine merchants and retailers.

Case Study: Robert Mondavi and The Wine Industry World Scientific Publishing Company

Since the world wine economy is rapidly changing, the importance of wine production is growing, requiring a new international collaboration, extensive research and an efficient way of teaching. These reasons led to a need for organizing an international scientific symposium on vine and wine economy. Appellation origin control is a kind of marketing. With regards to the technical and juridical field of appellation origin control, its link with economics and marketing is understandable. The world now faces the problem of different appellation origin control systems and there is a need

to create uniformity with English speaking producers being more dominant than others as well as economic and political changes in Central and Eastern Europe. For now, the world wine market is complex and a world market as a whole needs to be developed into categories of "fine wines", "wines in general", and "cheap wines". It was agreed that research and education had to be internationally integrated. Different systems of teaching and education were compared, and Hungary proved to be the right place for the symposium. Representatives of 14 countries, international and national organizations, societies, universities, institutes and producers, worked hard on the scientific work as well as visits to wine regions and cooperatives.

Global wine markets, 1860 to 2016 University of Adelaide Press

In this anthology, editors Kym Anderson and Vicente Pinilla have gathered together some of the world's leading wine economists and economic historians to examine the development of national wine industries before and during the two waves of globalization. The empirically-based chapters analyse developments in all key wine-producing and consuming countries using a common methodology to explain long-term trends and cycles in wine production, consumption, and trade. The authors cover topics such as the role of new technologies, policies, institutions, as well as exchange rate movements, international market developments, evolutions in grape varieties, and wine quality changes. The final chapter draws on an economic model of global wine markets, to project those markets to 2025 based on various assumptions about population and income growth, real exchange rates, and other factors. All authors of the book contributed to a unique global database of annual data back to the mid-nineteenth century which has been compiled by the book editors.

Investing in Liquid Assets Routledge

Writing with wit and verve, Mike Veseth (a.k.a. the Wine Economist) tells the compelling story of the war between the market trends that are redrawing the world wine map and the terroirists who resist them. Wine and the wine business are at a critical crossroad today, transformed by three powerful forces. Veseth begins with the first force, globalization, which is shifting the center of the wine world as global wine markets provide enthusiasts with a rich but overwhelming array of choices. Two Buck Chuck, the second force, symbolizes the rise of branded products like the famous Charles Shaw wines sold in Trader Joe's stores. Branded corporate wines simplify the worldwide wine market and give buyers the confidence they need to make choices, but they also threaten to dumb down wine, sacrificing terroir to achieve marketable McWine reliability. Will globalization and Two Buck Chuck destroy the essence of wine? Perhaps, but not without a fight, Veseth argues. He counts on "the revenge of the terroirists" to save wine's soul. But it won't be easy as wine expands to exotic new markets such as China and the very idea of terroir is attacked by both critics and global climate change. Veseth has "grape expectations" that globalization, Two Buck Chuck, and the revenge of the terroirists will uncork a favorable future for wine in an engaging tour-de-force that will appeal to all lovers of wine, whether it be boxed, bagged, or bottled.

The Wine Value Chain in China University of Adelaide Press

In this anthology, editors Kym Anderson and Vicente Pinilla have gathered together some of the world's leading wine economists and economic historians to examine the development of national wine industries before and during the two waves of globalization. The empirically-based chapters analyse developments in all key wine-producing and consuming countries using a common methodology to explain long-term trends and cycles in wine production, consumption, and trade. The authors cover topics such as the role of new technologies, policies, institutions, as well as exchange rate movements, international market developments, evolutions in grape varieties, and wine quality changes. The final chapter draws on an economic model of global wine markets, to project those markets to 2025 based on various assumptions about population and income growth, real exchange rates, and other factors. All authors of the book contributed to a unique global database of annual data back to the mid-nineteenth century which has been compiled by the book editors.

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