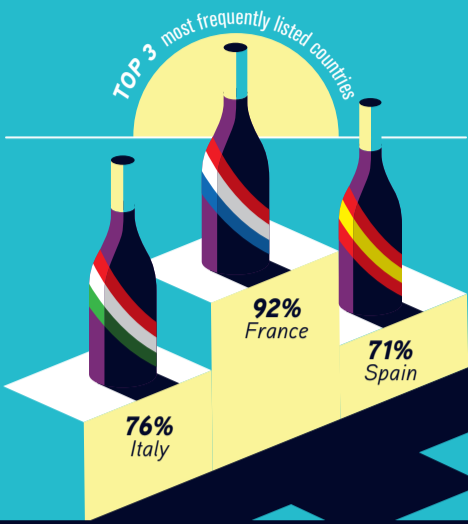


— Wine Listings —

WHICH WINES & WHERE?

Listed by 92% of wine professionals surveyed, **FRANCE** remains the most popular wine-producing country on wine lists around the world



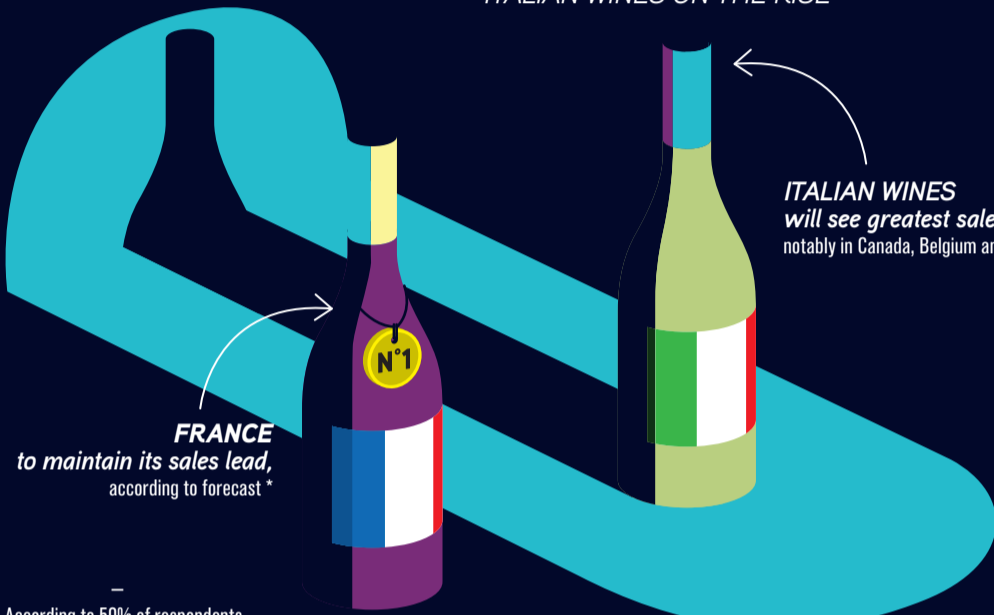
Australian wines enjoy a growing popularity in China where they rank 2nd for 55% of the wine trade

Wine Lists Vary Across the World



— Future Sales Trends —

ITALIAN WINES ON THE RISE



* According to 50% of respondents across the 6 markets surveyed

** 56% of Canadian professionals surveyed place Italian wines in their top 3 performers over the next 2 years; compared to 54% in Belgium and 42% in China

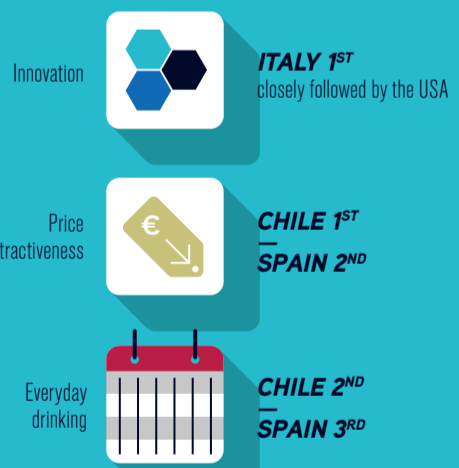
— Brand Image & Reputation —

FRANCE, THE ULTIMATE WINE COUNTRY

FRANCE N°1
France is the top all-around performer



Yet Other Countries Are Making Waves



— Formats & Packaging —

FUTURE TRENDS

Half bottles and smaller sizes

TOP !
66% of Asian professionals surveyed are attached to bottled wine

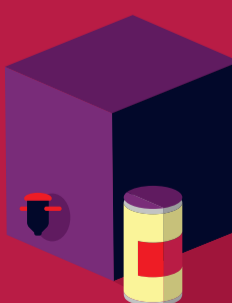


FLOP

Only 28% of Canadian professionals predict growth in this segment

Alternative formats

TOP !
More than 40% of North American professionals predict an increase in demand for boxed wine and cans



FLOP

While only 7% in China and 9% in Belgium find value in wine cans

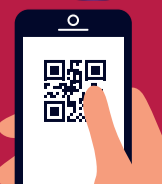
Labels & Digital Packaging Technology

TOP !
Digital packaging is trending in Asia. 75% of professionals in Japan and 54% in China see digital technology as a tool to inform ultra-connected consumers on wine origins, authenticity and traceability



FLOP

50% don't see real added value in Belgium and North America



WINE

Future Trends to Watch Around the World by 2020

Belgium
Canada
China
United States
Hong Kong
Japan

sopexa



Sopexa's international study addresses key wine trends in six major markets, canvassing opinions from a representative sample of key stakeholders in the wine trade industry.

Through the 2018 Wine Trade Monitor findings, Sopexa releases the exclusive views and two-year predictions of 781 importers, wholesalers and retailers on market development and future wine trends.

Find out more:
press@sopexa.com

WWW.SOPEXA.COM

— Wine Categories —

THE ONES TO WATCH OVER THE NEXT TWO YEARS

+35%*
— ORGANIC & BIODYNAMIC WINES —

Organic wines make the top 3 for the first time!

Organic wines are THE overriding trend in Belgium and Japan

* + 35% of professionals surveyed support organic wines except in China and Hong Kong

44%
— REGIONAL WINES —

Regional wines sell!

The category is set to soar according to wine trade professionals in every market

China and Hong Kong to see greatest growth, according to predictions

24%
— VARIETAL WINES —

Professionals in the USA have a crush on Chenin Blanc

New trend!

— Regions —

FUTURE WINNERS

RED

- 1 Bordeaux
- 2 Languedoc
- 3 Côtes du Rhône
- 4 Bourgogne

French regions lead the way

WHITE

- 1 Marlborough & Loire

Wines from Marlborough, New Zealand, make waves in Canada, Japan and China.

Americans are under the charm of the Loire Valley

ROSÉ

- 1 Provence-Corsica

63% of professionals predict a rosy outlook for wines from Provence & Corsica

SPARKLING

- 1 Prosecco
- 2 Cava

Prosecco and Cava forecasted as outright winners in every market