

### Key finding 1: Grenache joins the Top 5 performing varieties in the USA

Currently one of the world's most cultivated grape varieties, Grenache is particularly sought-after by North-American wine professionals who now rank it among their top 5. Grenache is positioned 4<sup>th</sup> overall. On the contrary, Malbec seems to have fallen out of favor. Just 5 years ago it was at the top of the rankings, particularly in the US.

**Olivier Moreaux, Director of Sopexa Americas** explains: *"The demand for Grenache-based wines is in line with strong growth over recent years in sales of Spanish wines, as well as wines from the Rhone and Languedoc-Roussillon. Offering great value for money, Grenache-based wines beautifully meet consumer needs as they are well structured, fruit-driven and easy-to-drink. They benefit from the positive, fun and convivial image of wine regions from southern Europe, which are particularly popular among young wine enthusiasts. In addition, educational and communication campaigns for major wine producing regions have accelerated the increased awareness of this varietal".*

### Key Finding 2: The Top 3 grapes in terms of sales increase stays the same

According to respondents, Cabernet Sauvignon, Pinot Noir and Chardonnay remain the grape varieties set to see the greatest boost in sales.

## VI. Trends in packaging formats

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### Key finding 1 : Screwcap wines are in vogue

According to 62% of surveyed operators, **the demand for screwcaps – both 75cl and liter bottles – will unquestionably increase the most.**

This increase is primarily expected in the **Japanese, Canadian and American** markets (94%, 77% and 67% of professionals respectively).

### Key finding 2: Boxed wine is on the rise in some countries

Boxed wine is set to see an increase in sales in the USA (according to 43% of operators), Korea (40%), Japan (37%)

### Key finding 3: Cork closures remain stable

Sales of bottles with **cork closures** will remain globally stable according to 64% of operators, but seem to be losing ground in Japan.