



**GLOBAL
CONSUMER
TRENDS
2016**

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Introduction

For the fourth edition of the Wine Intelligence Global Consumer Trends report, the teams at our offices in London, Avignon and Sydney have been joined by our associates located across the globe in search of the latest trends and innovations that are impacting consumer lives.

This report includes – but also goes beyond – an exploration of the distinct and important trends that we have identified. Some trends are a development of those identified in 2015, whereas others are entirely new patterns that have come to prominence. These ten trends are all currently influencing consumer expectations. We have illustrated them in this report with examples which typify the identified trend across a wide variety of categories.

In addition to defining the key consumer trends for 2016, we've organised this report to support our readers in seeing these trends in the context of consumers' lives.

Our aim for this report is to enable our readers to have a deeper understanding of what consumers are engaging with right now, but also to help define products and services that will most engage consumers in the future.

Lulie Halstead
CEO
Wine Intelligence



Trends 2016



Devotion



Trust



Mini



Instant



Upgrade



Transparency



Fusion



Play



Custom



Well-Being



Report price

Cross category
Companies are using ever more creative ways to fuse different product categories and create exciting new products. Many of these products use concepts and flavours familiar to consumers, but in unconventional combinations.

From Our Family Farm To Your Fridge
Blue Hill Farm has created vegetable yoghurts, fusing the flavours of beetroot, carrot, butternut squash and tomato in a yoghurt.

Blue Hill Yogurt (USA)
Experimenting with the use of produce, Blue Hill Farm have created vegetable yoghurts, fusing the flavours of beetroot, carrot, butternut squash and tomato in a yoghurt.

La Bière des Vendanges (France)
After starting as an experiment in fusing ingredients, winemaker Thomas Le Goff de la Solie has produced a beer, La Bière des Vendanges, using Sauvignon Blanc grapes. The unique flavour of the Sauvignon Blanc grapes fused with barley and hops makes this a distinctly better beer.

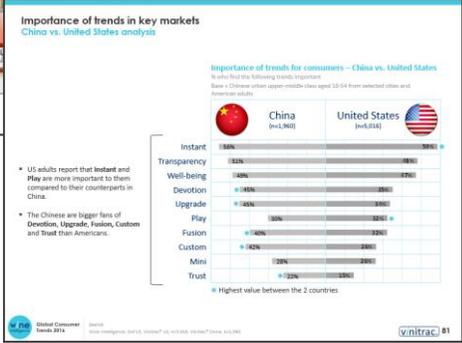
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New tech
43% of Millennials in the US, China and New Zealand like to have unique items that "are manufactured and customized for me".

Candy Mechanics (US)
Candy Mechanics use 3D technology to create custom small-batch chocolates. Customers can get anything they want scanned and made into a different flavour of chocolate.

Club W (USA)
In the wine world, Club W uses technology to enhance and personalise the wine club experience. Users answer questions to create taste profiles and rate each wine they try. Complex algorithms are then used to make personal recommendations for the next bottle. Users can also use the service's app to watch videos produced for each bottle, allowing them to make more informed choices.

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