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MODERN TRENDS IN THE LANDSCAPE OF GLOBAL CONSUMPTION OF WINES

There is currently a global trend towards awareness of the importance of health, which contributes significantly to the decrease in the volume of alcoholic beverages consumed. It is manifested directly by a lower consumption of alcohol and a preference for products with a low percentage of alcohol, as well as by an organic, or so-called „natural”. Contrary to all expectations, this change is particularly evident among the new generation of consumers. The notion of „personal well-being” is important, which motivates the purchase of „products for pleasure”, of the highest quality and in moderate quantities. This is accompanied by a predilection for handicrafts. There is also a general orientation for Premium wines, whose sales have steadily increased by 3% per year over the last decade globally, while their volume has only increased by 0.5% per year. Luxury brands have one of the most important markets.

Awareness of the values and quality of production creates more and more expectations among consumers. They choose quality over quantity, which has encouraged the transition to state-of-the-art products. The most dynamic market segment in Europe is attested for wines and spirits. By volume, wine is the third most consumed alcoholic beverage. However, as the total volume of wine consumed globally has increased, per capita consumption decreased from 3.4 to 3.3 liters. Europe remains the largest consumer of wine, with a share of 58%, but total European consumption has fallen by 0.14% per year in the last decade. In contrast, wine consumption increased in other regions: in America, by 0.62% per year, with a volume share of 23%; Asia-Pacific, by 0.18% per year, 10% by volume; Africa and the Middle East, by 0.99% per year, 3% by volume.

A true reciprocity is attested in the relationship between wine and gastronomy. Wine improves the flavors of the dish and, conversely, the dish - the bouquet of wine. As Olivier Poels remarks, „For so long, wine has been adapting to the dish, with the current trend being to finally give wine a central place at the table.”