



UNIONE ITALIANA VINI

Il concetto di sostenibilità presso i mercati e i consumatori

Carlo Flamini

GLOBAL WINE MARKET

1%

ICON WINE >150 €



AMORIM SOLUTIONS
EXCELLENCE
NO-TECH
NATURAL PREMIUM
FLOR/EXTRA/SUP

5%

ULTRA PREMIUM WINE 14-150 €



AMORIM SOLUTIONS
NO-TECH
NATURAL PREMIUM
FLOR/EXTRA/SUP
SPARK
EXTRA

10%

SUPER PREMIUM WINE 7-14 €



AMORIM SOLUTIONS
NO-TECH
TWIN TOP EVO
A/B
SPARK 62
EXTRA/SUP

16%

PREMIUM WINE 5-7 €



AMORIM SOLUTIONS
TWIN TOP
A/B
ACQUAMARK
AA/A/DARK
NEUTROCORK PREMIUM
HELIX
SPARK 02
A-BRAND
SPARK 01
SUP/A-BRAND

18%

POPULAR PREMIUM WINE 3-5 €



AMORIM SOLUTIONS
TWIN TOP
B/C
ACQUAMARK
A/B
NEUTROCORK CLASSIC
ADVANTEC NATURE
HELIX
SPARK ONE

50%

BASIC WINE <3 €



AMORIM SOLUTIONS
TWIN TOP
ACQUAMARK
AGLO
COLOURS
AGLO CHAMPAGNE

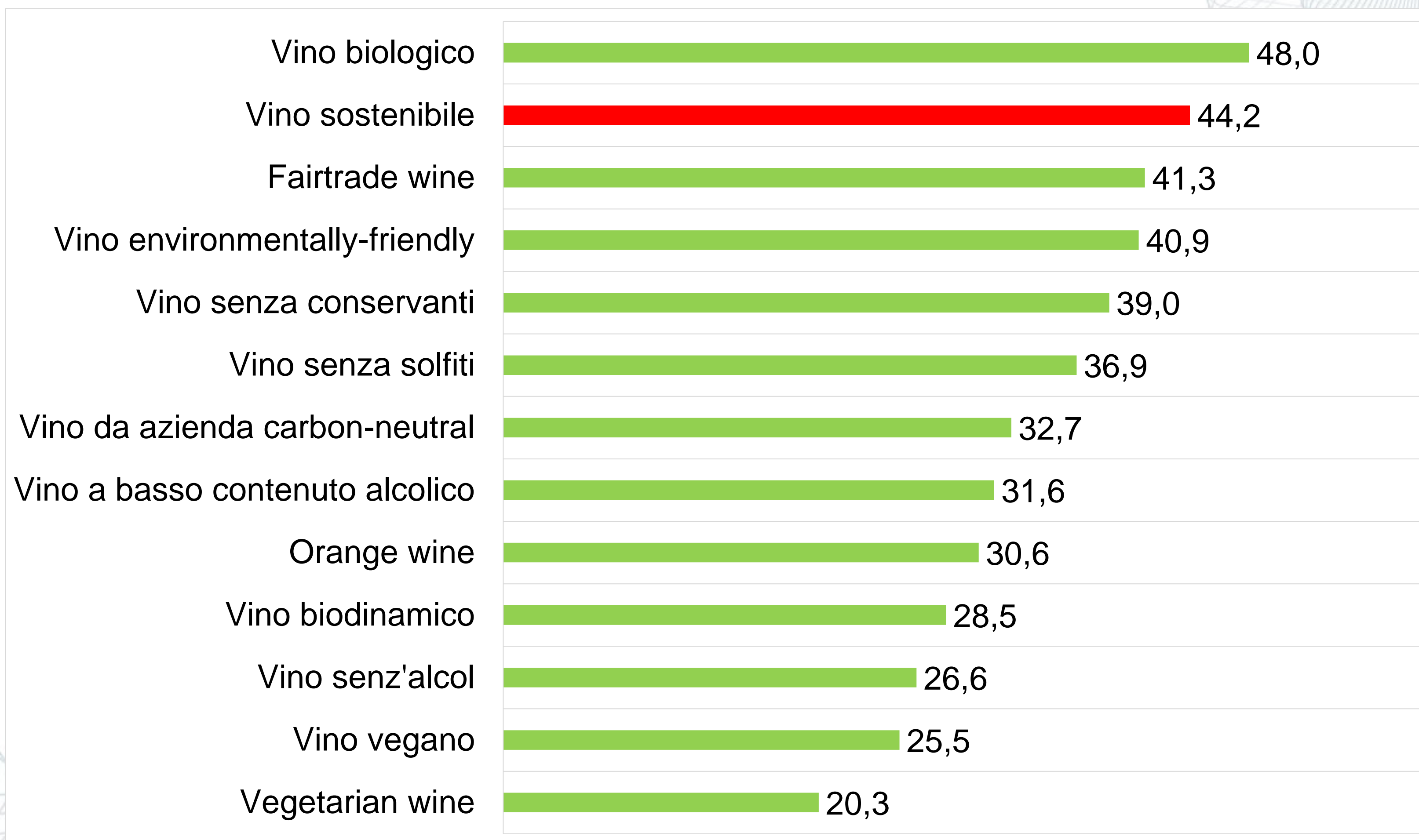
AMORIM NUMBERS

- 20 overseas trading companies
- 12 production units
- 37 FSC certified companies
- 22.000 customers around the world (15.000 wineries)

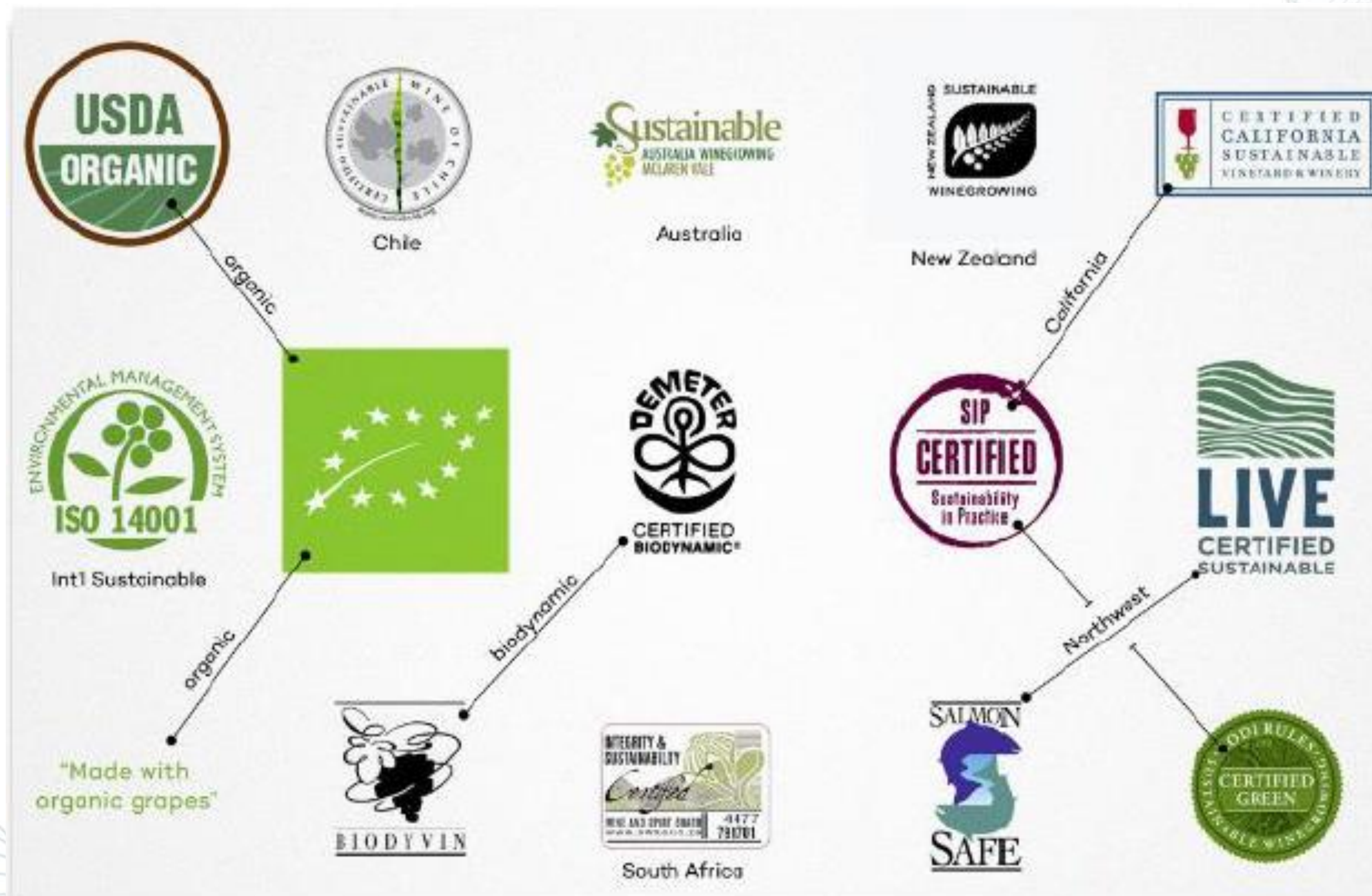
AMORIM NUMBERS

- 38,5% Amorim cork stoppers market share
- 23,5 Amorim closures market share

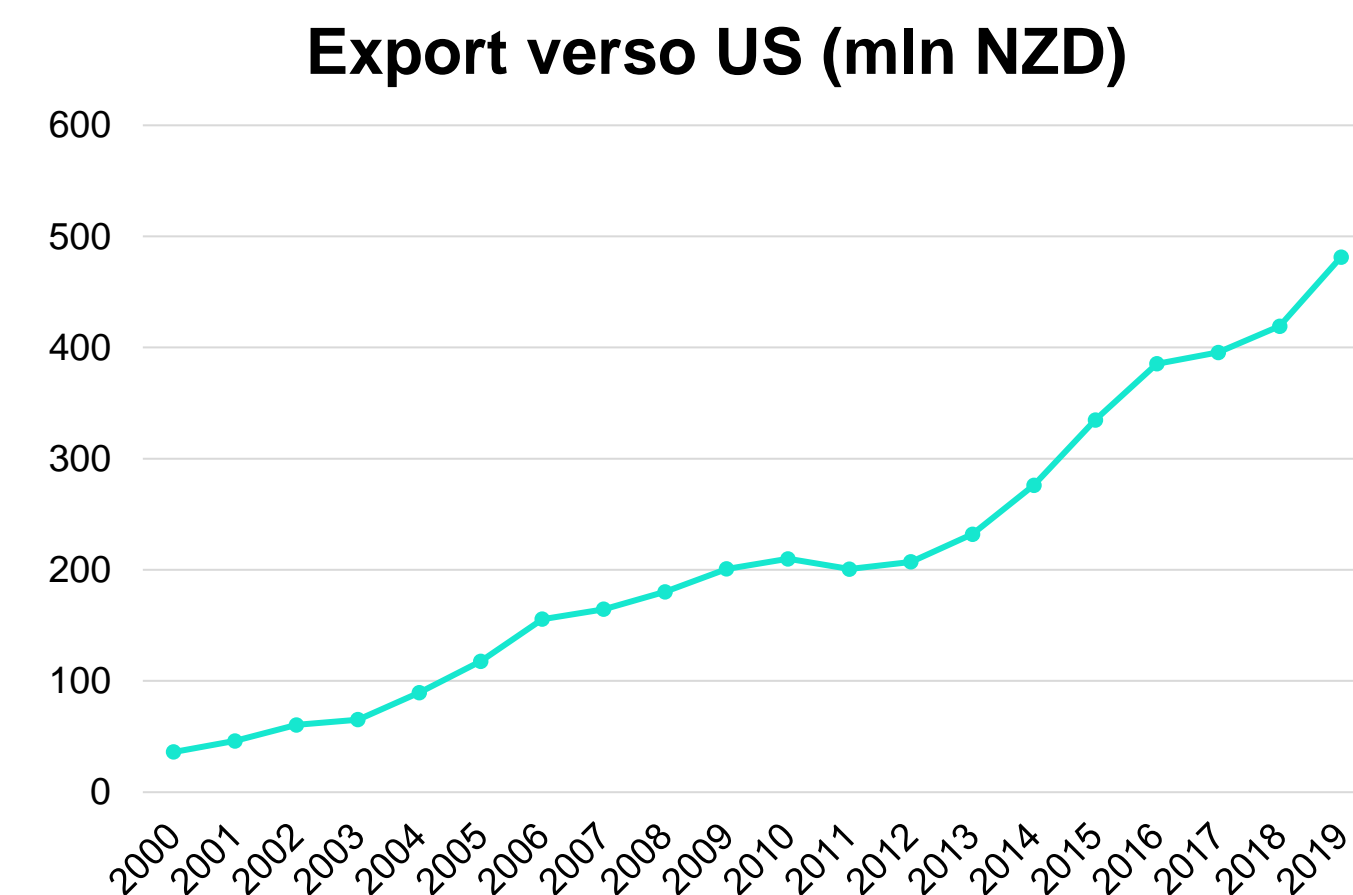
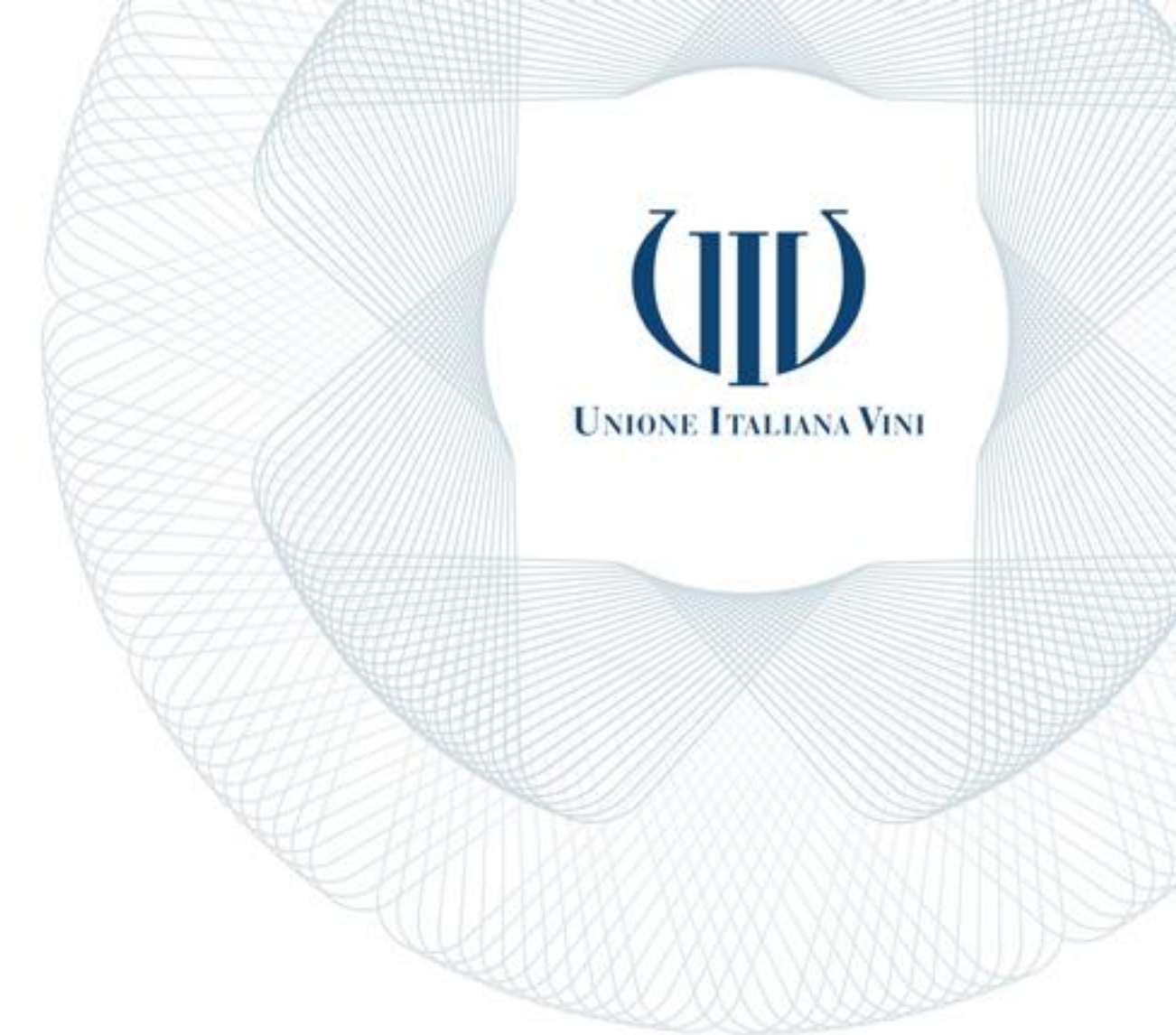
Global S.O.L.A. Opportunity Index



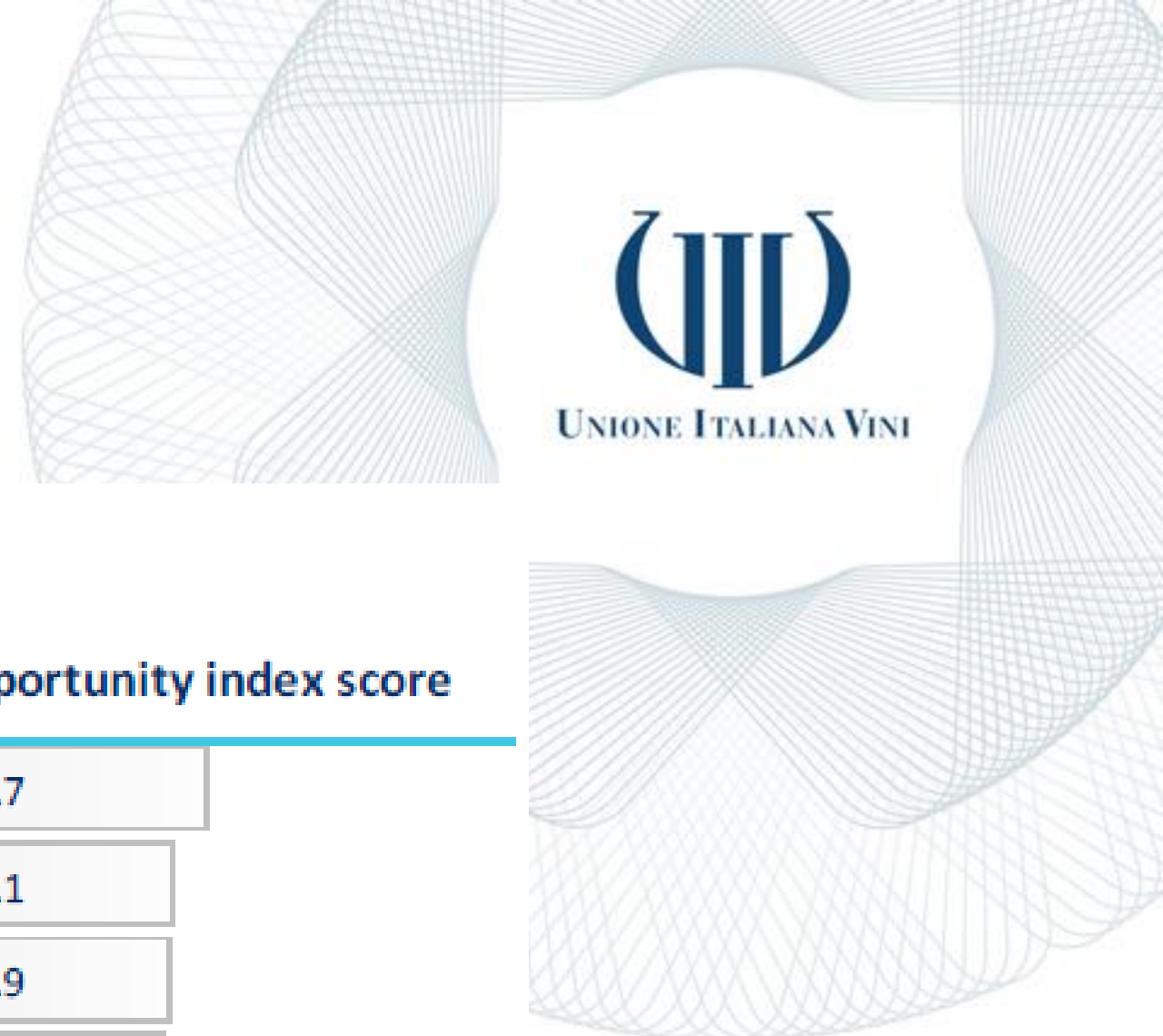
Le tante facce della sostenibilità



I Lifestyle Wines neozelandesi



Il «peso» della sostenibilità



| Rank | Market | Base = All sample | Base = Those aware who are aware of the following types of wine | | | Opportunity index score |
|------|-------------|-------------------|---|-----------------|----------|-------------------------|
| | | Awareness | Sought to purchase | Future purchase | Affinity | |
| 1st | Finland | 35% | 39% | 77% | 71% | 52.7 |
| 2nd | Germany | 39% | 23% | 66% | 64% | 47.1 |
| 3rd | US | 28% | 27% | 74% | 68% | 46.9 |
| 4th | Portugal | 34% | 23% | 62% | 67% | 46.1 |
| 5th | Spain | 35% | 29% | 63% | 61% | 45.8 |
| 6th | Singapore | 24% | 35% | 72% | 62% | 44.7 |
| 7th | Sweden | 39% | 17% | 60% | 60% | 44.2 |
| 8th | Japan | 16% | 43% | 60% | 61% | 41.6 |
| 9th | Canada | 18% | 20% | 70% | 65% | 40.3 |
| 10th | New Zealand | 24% | 20% | 63% | 58% | 39.3 |
| 11th | Netherlands | 38% | 17% | 50% | 48% | 38.6 |
| 12th | Australia | 25% | 24% | 56% | 56% | 38.4 |
| 13th | Belgium | 32% | 20% | 52% | 49% | 37.9 |
| 14th | UK | 17% | 18% | 63% | 56% | 36.1 |
| 15th | Hong Kong | 15% | 28% | 62% | 45% | 33.7 |





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