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The OIV will host a Nov. 16 webinar on shifting wine consumption across generations

The online session will examine how lifestyles and new drinkers are reshaping demand through research from multiple markets

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The International Organisation of Vine and Wine will hold an online webinar on November 16 focused on how wine consumption is changing across markets and generations, as producers and researchers track shifts in consumer behavior.

The event, titled “Shifting Wine Consumption Patterns | Understanding Changing Preferences and New Generations,” is scheduled for 1 p.m. to 3 p.m. CET, the organization said in an invitation released by its communications department. The session will be held online.

According to the OIV, the webinar will examine how evolving lifestyles, changing consumer preferences and the arrival of new generations of wine drinkers are reshaping demand. The organization said the discussion is intended to bring together academic experts and representatives of the wine sector to present recent research findings, consumer insights and industry perspectives.

The OIV said the program will draw on national and international studies and is expected to provide a cross-cultural view of how tastes and buying habits are shifting. The organization also said the session will include findings that have been presented at previous World Congresses of Vine and Wine.

The webinar comes as the global wine sector continues to assess how social, economic and demographic changes are influencing consumption. Industry groups and researchers have increasingly focused on issues such as moderation, changing drinking occasions, health-related choices, competition from other beverages and the role of younger adults in shaping future demand. The OIV’s event is set to address those broader questions through research and discussion rather than through commercial presentations.

The Paris-based intergovernmental organization did not release a detailed speaker lineup in the invitation, but it said the webinar would feature experts from academic research and the vitivinicultural sector. That suggests the session will combine data-based analysis with views from within the wine industry, including how producers and other stakeholders are responding to new patterns in consumer behavior.

One part of the event is expected to focus on generational change. The webinar’s title points directly to the role of new generations of consumers, a subject that has become central to debates across the wine business. Producers, trade groups and analysts have been studying how younger consumers approach wine differently from older groups, including their interest in product origin, sustainability, convenience, price and alcohol

consumption habits.

The OIV said the event will also look at changing preferences more broadly, indicating that the discussion will not be limited to age groups alone. By referring to both national and international research, the organization signaled that it plans to compare trends across countries rather than present a single-market view. That approach could help participants understand where consumer changes are widely shared and where they remain shaped by local culture and market conditions.

Live interpretation powered by artificial intelligence will be available in all OIV official languages, according to the invitation. That feature is likely to widen participation for members of the international wine community, including researchers, policymakers and business representatives from different regions.

Registration for the webinar is open through the OIV. The organization said the session is designed to give participants access to current research and discussion on one of the central issues facing the wine sector: how and why people’s relationship with wine is changing.