



Sustainable Wine Industry and Wine Economics

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Message from the Guest Editor

In a context of crisis in the wine market, organic, natural and biodynamic wines continue to sell more and gain market share. Is the future of the wine sector intimately linked to its sustainability? This is the question that this Special Issue aims to answer.

The issue of sustainability for consumers goes beyond the wine itself and extends to the entire logistics chain (packaging, distance traveled by the bottles, the life cycle of the bottle, etc.) and even to the issue of tourism.

Producers are sensitive to new consumer expectations, but this is not the only driver for adopting a sustainable approach in wineries. These adoption drivers are complex and still need to be explored. In particular, the choice of a certification among all the existing ones deserves further research. What is the role of stakeholders and what is the role of managers' beliefs in the adoption of a responsible approach? Finally, do deregulation and global warming leave wineries the choice not to adopt a sustainable approach? What are the climate predictions in the wine sector and how can we adapt to them? Climate change could well upset the hierarchy of wine producers in the medium or long term.





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Message from the Editor-in-Chief

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