Qualification and Demand Expectations for the Revival of the Wine Production Offer

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The Sicilian wine market is made of companies of different sizes and capacities. This field includes small agricultural farms that work on grape-yards grown on few hectares to giants with revenues of millions of Euros. This complex structural articulation is due to demand segmentation, which has increased its share of consumers who purchase higher quality and more expensive wines, whose production can be seen as small scale, and at the same time consumers who purchase lower quality and less expensive wines.

Recently the Sicilian wine industry has undergone a market crisis that involves the vast majority of the production structures. In the present global economy, in order to boost the production offer, it is needed to focus, more than ever, on consumer satisfaction; having this in mind, a survey was carried on the wine demand and distribution in the city of Palermo. The determination of the structural aspects and conjunctures affecting demand along with a study on distribution will allow assessments on the new consumer scenarios to be met in the near future.