

## **Wine in the US**

Market Direction | 2022-07-05 | 40 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Despite wine maintaining positive total volume growth due to stronger off-trade sales in 2020, on-trade sales in restaurants and bars experienced a large decline, due to lockdowns and business closures. US on-trade locations fluctuated between various states of openness throughout 2020 due to government-mandated lockdown measures, with states and cities often imposing their own diverse ranges of restrictions. Despite the continued threat of the virus, the on-trade rebound was strong in 2021. Man...

Euromonitor International's Wine in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wine market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Wine in the US  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### WINE IN THE US

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

On-trade sales experience strong rebound after 2020 decline

Premiumisation fuels increase in value sales

E-commerce sales contribute to wine's success throughout the pandemic

##### PROSPECTS AND OPPORTUNITIES

Consumer interest in no/low alcohol options may slow category growth

Sustainability and transparency to become increasingly important

Potential wine shortages could impact supply in 2022 and beyond

##### CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2016-2021

Table 2 Sales of Wine by Category: Total Value 2016-2021

Table 3 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 16 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 17 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 25 □GBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 26 □NBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 27 □LBN Brand Shares of Non-grape Wine: % Total Volume 2018-2021

Table 28 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 29 □Forecast Sales of Wine by Category: Total Value 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 30	Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026
Table 31	Forecast Sales of Wine by Category: % Total Value Growth 2021-2026
CHART 1	Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026
CHART 2	Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026
CHART 3	Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026
CHART 4	Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026
ALCOHOLIC DRINKS IN THE US	
EXECUTIVE SUMMARY	
Alcoholic drinks in 2021: The big picture	
2021 key trends	
Competitive landscape	
Retailing developments	
On-trade vs off-trade split	
What next for alcoholic drinks?	
MARKET BACKGROUND	
Legislation	
Legal purchasing age and legal drinking age	
Drink driving	
Advertising	
Smoking ban	
Opening hours	
On-trade establishments	
Table 32	Number of On-trade Establishments by Type 2016-2021
TAXATION AND DUTY LEVIES	
Summary 1	Taxation and Duty Levies on Alcoholic Drinks 2021
OPERATING ENVIRONMENT	
Contraband/parallel trade	
Duty free	
Cross-border/private imports	
KEY NEW PRODUCT LAUNCHES	
Outlook	
MARKET INDICATORS	
Table 33	Retail Consumer Expenditure on Alcoholic Drinks 2016-2021
MARKET DATA	
Table 34	Sales of Alcoholic Drinks by Category: Total Volume 2016-2021
Table 35	Sales of Alcoholic Drinks by Category: Total Value 2016-2021
Table 36	Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021
Table 37	Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021
Table 38	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021
Table 39	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021
Table 40	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021
Table 41	Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021
Table 42	GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
Table 43	Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
Table 44	Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021
Table 45	Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
Table 46	Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 47 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 48 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Wine in the US

Market Direction | 2022-07-05 | 40 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com