

Wine in the US

Market Direction | 2023-06-22 | 40 pages | Euromonitor

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Report description:

Over the past couple of years, total volume growth in wine turned to decline, and near-stagnation was seen in 2022. There were several reasons for this. The average wine consumer is highly educated and is well-off financially, yet also trends older in the US, mostly above the age of 50. More predominantly, baby boomers are the most frequent wine consumers, and as most have reached retirement age, their spending is now more restricted than in the past. Continuous price increases have led to wine...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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.

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