

Wine in the United Kingdom

Market Direction | 2023-06-26 | 36 pages | Euromonitor

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Report description:

Total volume sales of wine recorded just 1% growth in 2022, with off-trade experiencing a marginal decline, compared to on-trade's impressive rise of 19%. A second consecutive year of double-digit volume for on-trade in 2022 was due to the further consumer shift back to this channel from off-trade drinking. 2022 was the first year since 2019 that on-trade drinking venues were able to fully operate without any pandemic-related restrictions, and therefore local consumers enjoyed the freedom of soc...

Euromonitor International's Wine in United Kingdom 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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WINE IN THE UNITED KINGDOM

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2022 DEVELOPMENTS

Marginal drop in demand for off-trade wine in 2022, but total volumes rise

Growth of non-alcoholic wine remains slow

White remains the preference in still light grape wine, although rose continues to make gains

PROSPECTS AND OPPORTUNITIES

Still light grape wine set for stable growth, while non-alcoholic wine likely to see some momentum

The importance of locality and sustainability within wine will remain key trends

Glass packaging costs likely to continue rising over the forecast period

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