

## **Wine in the US**

Market Direction | 2024-06-12 | 37 pages | Euromonitor

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### **Report description:**

Wine in the US maintained total volume decline and current value growth in 2023. Following 2022 and the rise of inflation, 2023 was marked by continued increases in unit prices across beverages, and wine was no different from other alcoholic drinks. While most companies generated high single-digit and even low double-digit value growth, overall volumes were down for the large producers, marking a shift to value growth and volume decline. Some categories within wine were more price-sensitive than...

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 (2019-2023), 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 2028 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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The return of wine clubs, and other channel shifts within wine

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