

Europe Wine Coolers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Wine Coolers Market size is estimated at USD 0.94 billion in 2025, and is expected to reach USD 1.22 billion by 2030, at a CAGR of 5.41% during the forecast period (2025-2030).

Per capita, wine consumption in Europe observed a continuous increase after a declining trend post-COVID-19; this rise in consumption of wine generated a positive externality for the sales of wine coolers. Rising users of hotels in Europe post covid are leading to an increasing consumption of wine by tourists and an opportunistic market for Wine cooler sales in the commercial segments.

The post-COVID-19 average revenue per capita and total revenue of wine in Europe observed a continuous increase, with the rising share in out-of-home consumption leading to the commercial segment emerging as a major demand segment for wine coolers over the coming period in comparison to residential space.

With technological innovations launch of smart coolers in the market is revolutionizing the wine cooler industry. Through smart features of wi-fi connectivity, the wine coolers can be accessed through smartphones and can be used for setting the temperature or checking the stock and storage of wine in the cooler. The rising number of online retailers and e-commerce players are offering wine coolers as their sales product, resulting in the diversification of sales channels and an increasing market revenue for manufacturers. In addition, the rising share of urbanization in Europe, existing with increasing per capita income and wine consumption, is resulting in residential and commercial segments increasing their demand for wine coolers.

Europe Wine Coolers Market Trends

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Rising Sales in Commercial segment

The revenue share of wine had observed a continuous increase with a declining revenue share from the residential segment. This is leading to the commercial segments raising the market demand for wine coolers. In the total revenue of Europe, alcoholic drinks wine exists with a major share of around 40%, making wine coolers an important component of the market. Bologna, Prague, Valencia, and Leeds are among some of the existing cities in the European region with the largest number of bars per million population, making them the leading cities in the region for the demand for wine coolers by commercial segment. Southern Europe exists as a significantly larger market for wine coolers in comparison to Northern Europe, and with expanding hotels and tourism business post-COVID-19, the demand is expected to increase further in the region.

France Leading in Sales of Wine Cooler

France exists as the European country with the largest consumption of wine making it the fastest-growing country for sales of wine coolers in the region. In the beverage segment of France, alcoholic drinks have a share of around 50% in sales, with a continuous rise in the population consuming alcohol in the country. Among the alcoholic drinks in France, wine exists with a share of around 55% with a sales revenue making it a leading country for sales of wine coolers in the region. These trends are leading to an increasing number of wine cooler manufacturer expanding their sales and business in the region. Rising urbanization in France, existing at more than 80%, is leading to an increase in wine consumption in the commercial as well as residential segments and creating a positive externality for sales of wine coolers in France.

Europe Wine Coolers Industry Overview

Europe's wine coolers market is partially fragmented, with a rising number of players entering the market to reap the existing market gap. Smart features of wi-fi technology and the availability of different sizes are leading to their adoption in the commercial as well as residential segments. Some of the existing players europe wine cooler market are Climadiff, Dunavox, Smad, Haier, and Hisense.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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