

Wine - US - October 2014

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“A benefit of the category is that wine holds the attention of consumers as they age. This is evidenced in the fact that the gap between consumption among the oldest and youngest respondents measured in the report is smallest among wine drinkers, as compared to other alcohol types.”
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How does wine fare against beer and spirits with consumers?
- How can wine sellers position products in a way that resonates with consumers?
- How can wine maintain relevance to consumers across age groups?

The category is expected to remain a solid performer. The slowing pace of growth predicted stems largely from an expanding consumer base less loyal to wine, and more willing to try different types of alcohol. Unlike other alcohol types, wine benefits from its appeal across age groups. However, outreach to shoppers of different ages must be targeted to the unique needs of the individuals.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Issue

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How can wine sellers position products in a way that resonates with consumers?

Issue

Insight: The category can take ownership of its strengths, and move into the future

How can wine maintain relevance to consumers across age groups?

Issue

Insight: Hone the breadth of the category with a targeted focus

Trend Applications

Trend: Life – An Informal Affair

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MULO sales of domestic table wine

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MULO sales of imported table wine

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