

## Wine - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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*"Total US dollar sales of wine should reach \$62 billion in 2018, for overall growth of 15% since 2013. The growth rate has slowed since a 4.2% bump in 2015, settling to a more moderate 1-2% annual growth projected through 2023. Wine growth has outpaced total alcohol, while wine share remained steady."*

**- Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- **Wine sales estimated to reach \$62 billion in 2018**
- **Wine is the second most popular alcohol**
- **Caution should be exercised to avoid dilution**

Wine is the second most popular alcohol, behind beer, and has avoided the consumption reduction experienced by beer, securing appeal among women and older consumers and growing adoption among men and younger drinkers. Communicating permissibility and versatility, and nurturing engagement through education efforts will secure future participation.

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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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Gallo leads MULO sales of wine

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Gallo brands claim 27% of MULO sales of sherry, vermouth, and champagne

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Wine appeals to a wider range of consumers than other alcohol types

A third of wine drinkers do so a few times per week or more

A quarter of wine drinkers have increased consumption in the past year

Highest percentage of consumers purchase \$4-\$15 bottles

The majority of wine drinkers select wine based on color

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Low-alcohol

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