

Wine - US - November 2016

Report Price: £3215.29 | \$3995.00 | €3762.21

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"Dollar sales of wine are estimated to reach \$61 billion in 2016, an increase of 22% since 2011 (14% inflation-adjusted). Volume sales are growing at a slower rate (7% from 2011-16), pointing to the influence of higher price point products."

Beth Bloom, Senior Analyst, Food and Drink

This report looks at the following areas:

- Half of wine buyers consider themselves "beginners"
- Wine is not widely viewed as an artisanal/craft product
- Industry terms don't resonate with wine buyers

Dollar sales of wine are estimated to reach \$61 billion in 2016, an increase of 22% since 2011 (14% inflation-adjusted). Volume sales are growing at a slower rate (7% from 2011-16), pointing to the influence of higher price point products. While table wine makes up the largest share of the market, the Champagne/sparkling segment, which often carries higher price points, has grown share. The alcoholic beverages market is competitive, and consumers have a growing array of choices. Staying relevant will require tapping into trends that cross categories, including promoting craft origins, expanding bubbly offerings, and encouraging use in cocktails.

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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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Cap closures are gaining share among table wine launches

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19% of wine drinkers consumer Barefoot table wine offerings

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Half of wine buyers consider themselves "beginners"

Price leads purchase decision

Wine is not widely viewed as an artisanal/craft product

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