This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the wine market
- Alcohol consumption declines and consumers’ movement toward “clean” drinking
- Wine’s aging audience and how to connect with the future category drinker
- How brands can find relevance by supporting consumers through the “next-normal”

“As a mainstay of consumers’ alcohol repertories, wine was able to reach those eager to reacclimate to on-premise drinking, as well as those who continued to primarily drink at home in 2021. The wine category has rebounded from 2020 dollar losses, though it did so in the context of overall alcohol consumption decline.”

– Sydney Olson, Food and Drink Analyst

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