

Wine - US - 2022

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This report looks at the following areas:

- Alcohol and wine types purchased
- Wine innovation interest
- Wine expertise and educational resources
- Wine purchase factors
- Wine occasions by type

Overall consumption of alcohol is up nearly 10% from 2021-22 as consumers increasingly return to drinking occasions such as concerts, sports, holiday celebrations and after-work happy hours. Negative impacts to the market and wine come from inflation-driven shifts and acceleration in attitudes surrounding the negative impacts of alcohol. For example, nearly three in 10 express a desire to drink less alcohol, and the same portion agree they are worried about the impact of alcohol on their mental health, with both sentiments showing increase in agreement over the last year.

As prices rise, wine has an increased need to justify higher price points, especially as consumers report willingness to trade off alcohol purchases in favor of more affordable categories. Health benefits and natural ingredients lead among attributes that make food and drink more valuable, offering a potential way through for wine brands.

In comparison to other alcohol options, wine has a strong hold on relaxation, sophistication and intimacy, but falls significantly short in being associated with fun and adventure. Consumers' current lifestyle, mindsets and drinking occasions are prioritizing fun over formality, thus, brands must find ways to rewire how and when consumers think about and use wine.

Consumers are showing interest in innovation that addresses the need for more high-energy and exciting occasions. Sparkling wine, wine-based seltzers/spritzers and alternative formats that allow for third-location consumption



“Following a prolonged period of drinking in, consumers are craving more high-energy and social occasions, and wine may be missing the mark. To be the choice in the next iteration of at-home consumption, wine brands should focus on fun over formality, rewiring wines’ associations through new flavors, formats and experiences.”

- Sydney Olson, Food and Drink Analyst

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stemmed losses this year and will become stronger growth drivers in the years to come.

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