

U.S. Wine Market Stats & Trends in 2022/2023

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Shopping for Wine in a Grocery Store. GETTY

U.S. Wine Statistics for 2022 *(Source: Gomberg & Fredrikson, [bw166](#))*

Total Wine Sales VALUE = \$77.8 Billion in 2022, closing slightly lower than 2021 at \$78.4 (this includes imports and domestic wine)

Total Wine Sales VOLUME – 403.5 million cases for 2022, closing much lower than 2021 at 452.4 million 9-liter equivalent cases.

U.S. Wine Consumer Demographics in 2023

Source: Wine Market Council Benchmark Segmentation Survey 2023

79 million = total number of Americans who drink wine

33% = Adult Americans drink wine

65%/45% - Female/Male ratio

By Generation

9% = Gen Z (21-26)

30% = Millennials (27-42)

26% = Gen X (43-58)

32% = Baby Boomer (59-77)

3% = Greatest Generation (78+)

By Ethnicity

66% = White-non Hispanic,

15% = Hispanic

11% = Black

5% = Asian

3% = Other

7 Hot Wine Trends for 2022 in the U.S. Wine Market

#1. Zippy Sauvignon Blanc – while almost every other wine varietal did not see much dollar sales growth during 2021, sauvignon blanc, with its fresh, clean style achieved 3% dollar growth. Americans seem to be gravitating more towards zippy refreshing white wines, and this trend is expected to continue in 2022.

#2. Bubbles Persist – Sparkling wine continues to show growth, especially Champagne & Prosecco, with a 27.9% volume increase in 2021, according to Gomberg-Fredrikson data. On the dollar side NielsenIQ reported that all sparkling wines priced above \$20 grew double digits. It seems Americans are in love with bubbles, with predicted

continual growth. It is especially popular with young consumers, making it a good on-ramp to welcome new consumers to the wine category.

#3. Big Reds \$15+ - Cabernet Sauvignon, Red Blends and Merlot showed double digit volume growth in 2021 in the \$15+ price range, especially during the last quarter of 2021, according to NielsenIQ and SipSource. Premiumization has continued, and it seems as if Americans want to treat themselves after the Covid scare with higher-priced wines. This trend is expected to continue further into 2022.

#4. Wine Cocktails/RTD – The wine cocktail category is exploding, especially those in single serving sizes that are Ready-to-Drink. Americans want convenience, and they also want to experiment with new flavors and styles. Sangria, spritzers, fruit-flavored wines and other innovations in this category grew at an amazing 48.5% in value and 35.5% in volume in 2021, according to NielsenIQ, and it is expected that this trend will continue in 2022.

#5. No-Low Alcohol Wines - As Americans become more focused on Health and Wellness, they are seeking products that are “Better for Me.” No and low alcohol wines fit this category, as well as natural wines and those using these types of descriptors: *“no taste additives, gluten free, low carb, vegan friendly, sulfite free, low calorie, low alcohol, no sugar added, organic, paleo friendly, plant-based, clean, etc.”* NielsenIQ reported that the non-alcoholic wine category grew 27% in volume in 2021, and [IWSR](#) forecasts show that across 10 key markets, the no-and low-alcohol category as a whole will grow by 8% volume CAGR (2021-2025).

#6. Eco-Friendly Wines - Many wineries are making great progress in sustainability, but not doing a very good job telling consumers about it. According to NielsenIQ, 17% of consumers are more likely to purchase products that are sustainable/environmentally conscious and 16% are more likely to purchase products that are socially responsible. Given that many U.S. wineries are certified sustainable, it is important to communicate this fact on labels as well as websites.

#7. Smaller Sizes and Alternative Packaging – Related to the wine cocktail craze, Ready to Drink (RTD) single servings and wine in smaller containers, especially 375 ml glass bottles along with tetra and 187ml plastic bottles showed growth in 2022. Canned wine performed well in the summer, but lost traction towards year end. With more and more Americans concerned about the environment, there is opportunity for the wine industry to promote alternative packaging as a way to decrease their carbon footprint, and meet consumer needs.