



Wine in the US

June 2024

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Wine in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Values are up, but volumes are down

Premiumisation persists, benefiting champagne and other sparkling wine

The return of wine clubs, and other channel shifts within wine

PROSPECTS AND OPPORTUNITIES

Demise of on-ramp wine price bands will be centre of attention

Local wines expected to increase fragmentation

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Competitive landscape

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On-trade vs off-trade split
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Drink driving
Advertising
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