

Wine in the US

June 2025

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Wine in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing consumer attitudes hit wine consumption

Top players leverage brand innovation and reposition in a shrinking market to combat competiitve pressures

On-trade stagnation and rising demand for lower alcohol options reshape wine distribution trends

PROSPECTS AND OPPORTUNITIES

Wine category faces continued structural headwinds despite innovation efforts Sustainability and premium positioning become essential for survival in contracting market Wine industry innovation risks accelerating consumer migration to alternative categories

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Alcoholic Drinks in the US - Industry Overview

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Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

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