

Fine Wines/Champagne and Spirits in the US

November 2024

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Fine Wines/Champagne and Spirits in the US - Category analysis

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2024 DEVELOPMENTS

Ebbing inflation and rising incomes adjust the course of fine wines/champagne and spirits

Less but better trend tenuously sustains premiumisation

Celebrity luxury approaches tipping point

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No/low alcohol wine and spirits still an untapped opportunity

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