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Consumer Countries/Markets

Sparkling wines drive sales growth in the US

Growth in the US wine market is being driven by sparkling wines, with sales up 5.8% in 2017 according to the Beverage Information Group’s 2018 Wine Handbook. This marked the 16th consecutive year of increases for the total sparkling category. Strong sales of rosé and wines in the $15+ per-bottle price points also contributed.

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U.S. Wine Sales: Five Surprising Facts

By Mike Veseth, The Wine Economist

#1 America’s Wine? Europeans think of wine in terms of regions, according to conventional wisdom, but many Americans focus on grape variety. So which varietal wine is #1: Chardonnay or Cabernet Sauvignon? The answer is ... both! Or rather, the varietal that tops the table depends on which table you look at.

#2 Most Expensive Varietal Wine? Cabernet’s average price is higher than Chardonnay. What varietal wine is #1 in terms of average bottle price? You might think Pinot Noir and you would be almost right. The average bottle-equivalent retail price of Pinot for the survey period was $10.43. That’s a good average price, but not as high as #1 Zinfandel’s $11.19!

#3 France Strikes Back. France is surging back into contention, with 17.3% value growth and 14.4 % volume growth in the 52 weeks reported here. France’s average bottle price is $12.85, higher even than New Zealand’s $11.52.

#4 Australia’s Real Challenge. Aussie wine got a bad reputation a few years ago, the usual story goes. Buttery Chardonnay, sweet Shiraz. Australian wines went out of fashion. The U.S. market in their sights once again, having successfully penetrated the Chinese market. Australian sales to China now outpace their exports to the U.S. and the U.K. markets.

#5 Washington is Like a Foreign Country. Washington State lives in the shadow of its big wine
neighbor, California. California’s 114 million case sale dwarf’s Washington’s 5 million cases. Washington’s importance is apparent if we look at sales value rather than case volume. With $602 million in annual sales, Washington’s U.S. sales are larger than all import countries except Italy and Australia.

Global Trends - Wine Industry Key Elements

The Evolution of California Chenin Blanc

Once found in cheap blends, the grape is gaining popularity among boutique producers.