Consumer Countries/Markets

The Changing Tastes of US Wine Drinkers

The hottest expensive wine in the United States is rosé.

It's not surprising to see rosé sales are up. But the magnitude of sales growth for rosés over $11 is staggering: up nearly 60 percent last year, according to Nielsen. Rosé over $11 may seem like it's still a small market, at 0.2 percent of all table wine. But it's not that small: that's the same size as the entire US wine market for all wines from Portugal or South Africa.

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Other Wine Producing Countries

Number of United States Wineries reaches 8,702 & Canada 671

USA
The United States now has 8,702 wineries, up 415 from 8,287 last year, a 5 percent increase. Of those, 7,061 are bonded wineries, and 1,641 are "virtual" wineries. A virtual winery is one that has its own management and winemaking, but produces wine as a guest at a host location.

The number of bonded wineries grew from 6,810 to 7,061, up 251 or 3.7 percent, while the number of virtual wineries grew from 1,477 to 1,641, up 164 or 11 percent.

California, of course, has the most wineries. It has a total of 4,054, 47 percent of the total. Of these, 2,885 are bonded, 71 percent of the total. California is up from 3,913 last year, an increase of 141 or 3.6 percent.

The numbers include wineries that make grape wines, other-fruit wines (except apples; cideries aren't included) and mead.

California produced 85 percent of U.S. wine in 2014, down from more than 90 percent only a few years ago, as other states increase production faster than California.

Total vineyard area is estimated at 425 000 hectares (table grapes included) according to the OIV.
CANADA
Canada has a total of 671 wineries, up from 638 last year, an increase of 5 percent. Two Canadian provinces have more than 200 wineries, British Columbia with 299 (up from its 275 last year) and Ontario with 234 (up nine from last year), and Quebec has 95.

Total vineyard area is estimated at 12,000 hectares according to the OIV.

Source: Paul Franson, WBM February 2016