Consumer Countries/Markets

USA: Wine industry racing to meet $10–$20 a bottle demand

Consumer thirst for wines retailing for more than $10 a bottle is set to grow with California wine grape acreage for such brands growing by double digits in the next few years. The trend has already propelled price increases for fruit from outlying areas of the North Coast.

For wine grapes bound for $10-$20 wine, Cabernet Sauvignon acreage reaching commercial production is estimated to grow by 20 percent 2016 – 2019. $10-$20 is the hottest price segment.

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Indian wine market to double every 5 years

While the global wine industry is growing at an average of 1-2 per cent with some established European wine regions even registering negative sales, China and India are regions of future for global wine makers as the two countries have been registering double digit growth in terms of wine sales.

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