Consumer Countries/Markets

The U.S. Market’s Top Imported Premium Wines

Overall, imported table wine depletions have declined by more than 2 million cases in the U.S. since 2013, according to Impact Databank.

But that slide masks a strong premiumization trend that has seen above-$10 wines drive momentum in the marketplace. Last year, the total imported table wine category slipped 0.5% to 67 million cases, but imports above $10 grew by 4.5% to 16 million cases. And that number doesn’t include sparklers like the booming Prosecco segment.

With Italy and New Zealand thriving, it’s no surprise that both countries dominate the top 10 premium imports list.

Indeed, Gallo’s Alamos (Argentina) and One True Vine’s Layer Cake (multiple origins) are the only premium imports on the list that aren’t from Italy or New Zealand. In addition to Stella Rosa, Italy’s Roscato, imported by Palm Bay International, crossed half a million cases last year on 45% growth, while New Zealand stalwarts Oyster Bay and Nobilo also continued to climb at impressive double-digit rates.
Although it was once home to generic blends, there is plenty of variety in the country’s rejuvenated wine landscape.

The pace with which South Africa has transformed its wine industry is one of the most dramatic changes to have occurred in recent times.

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**Major Wine Producing Countries**

**South African Wine’s U-Turn on Terroir**

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**Technology**
eBay wine shop launches across 45 US states

Online auction giant eBay has entered the US wine retail business with the launch of eBay Wine, offering more than 10,000 wines from 30 countries.

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