

# Wine Trends FACT SHEET

## THE BIG PICTURE

The wine market continues to grow, but at a lower rate in recent years – **1.2% growth YOY.**

## 2018/2019 WINNERS

GROWING IN BOTH VOLUME/VALUE YOY



## TOP-GROWING PRICE POINTS



\$15 - 20



\$20+

## ALTERNATIVE PACKAGING EXPANDS

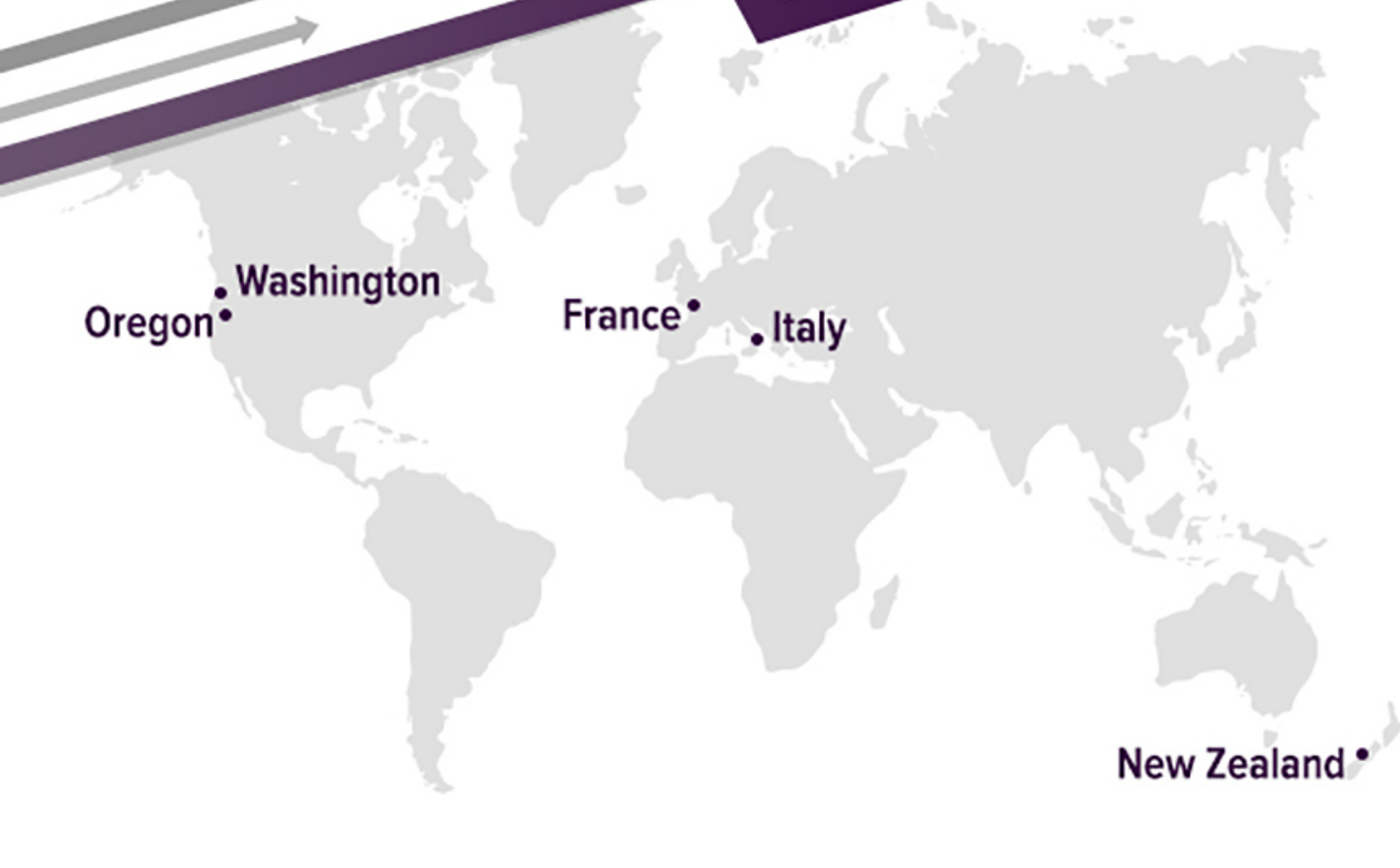


Cans, tetra paks and 3L boxes driving growth

Non-glass now **22%** of table wine volume

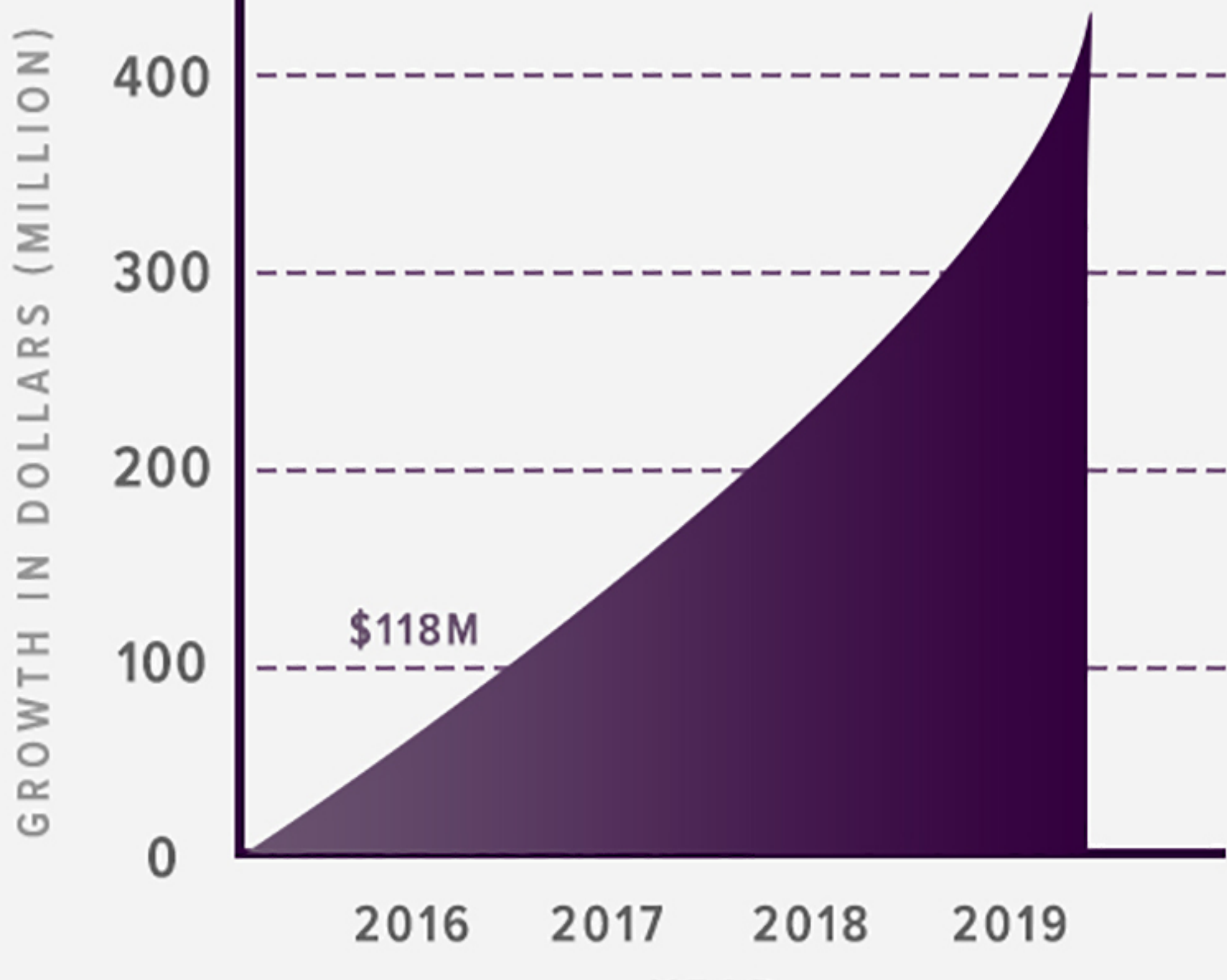
## WINE REGIONS ON THE MOVE

GROWING IN BOTH VOLUME/VALUE YOY

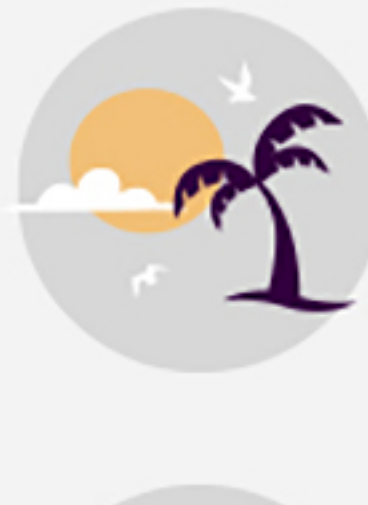


## ROSÉ CONTINUES TO DOMINATE

CATEGORY GROWTH IN LAST FOUR YEARS: \$118M TO \$496M



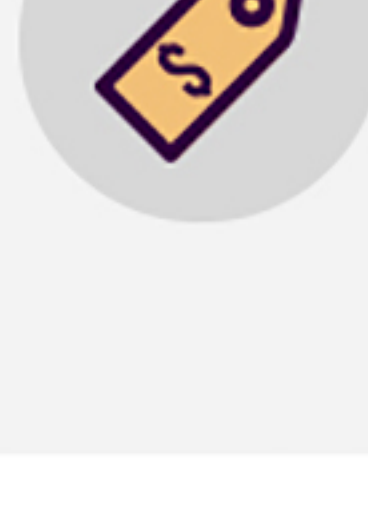
DOUBLE DIGIT GROWTH IN VOLUME AND VALUE YOY



SALES SPIKE DURING THE SUMMER

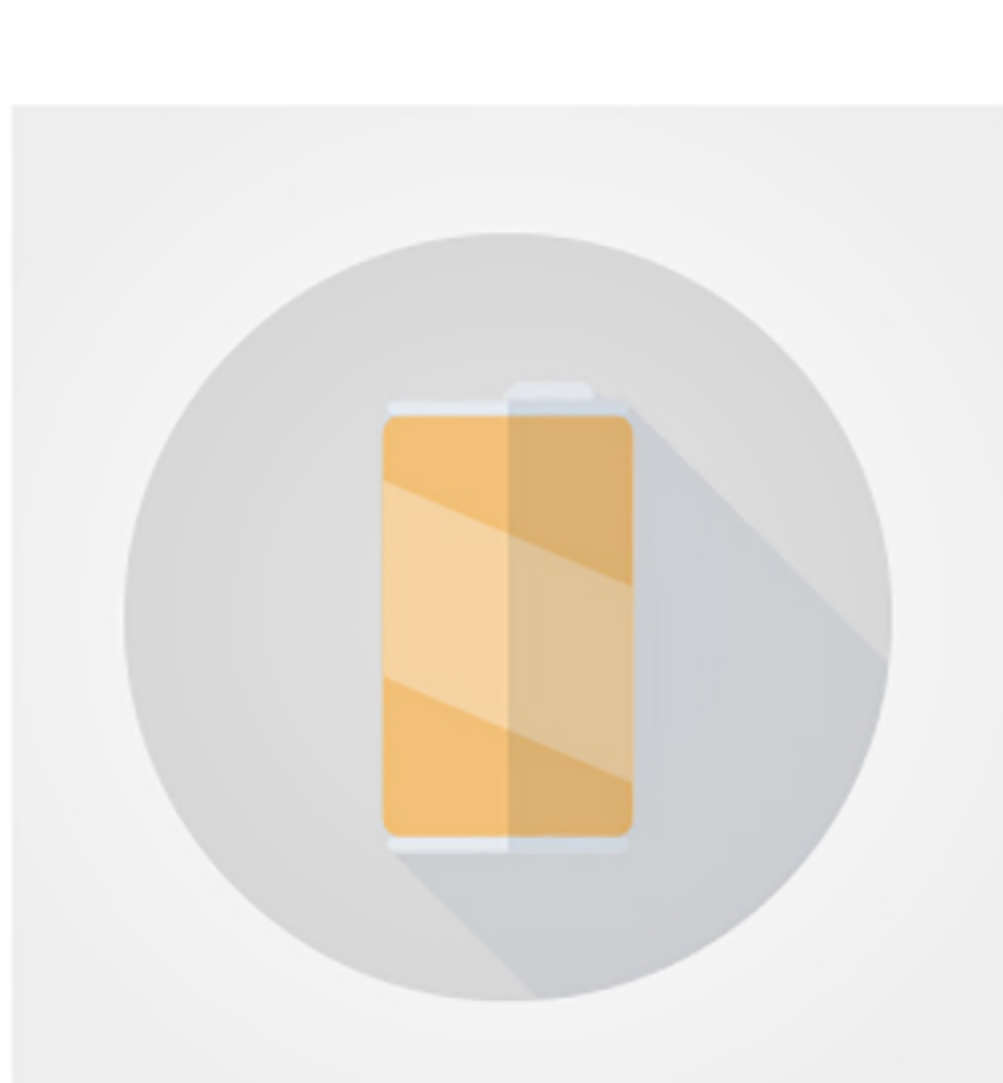


U.S. AND FRANCE LEADING TOP-PRODUCING REGIONS



\$10 - \$15 TOP-SELLING PRICE POINT

## EMERGING CATEGORIES



### CANNED WINE

Double-digit growth YOY

\$5.99 for 375ml can is a sweet spot with consumers

Sustainability plays a big role in growth – aluminum 100% recyclable

### SANGRIA

Volume has doubled in last five years to \$200M

Red/rosé sangrias driving growth

