



“ Wine Opinions ”

# Wine Market Topics, Trends, and Thoughts

January/February, 2023

## Trade Views on Industry Trends

In collaboration with our friends at Colangelo & Partners, Wine Opinions ran a survey of members of the U.S. wine trade at the end of 2022. Survey invitations were issued to the combined trade databases of Colangelo and Wine Opinions.

There were 1,295 responses from professionals in every tier of the U.S. wine trade, resulting in high degrees of statistical significance across all areas of inquiry.

Of particular interest were opinions on the importance of organic or sustainable certifications, and growth projections for the "Better for you" and lower alcohol categories of wine this year.

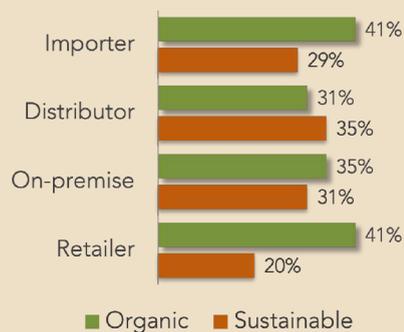
Respondents were asked to state the level of importance they attach to wines being made from organically-grown grapes and/or made by wineries with certifications for their sustainable practices when they are considering new brand additions to their portfolios. On a seven-point scale, where "7" meant "extremely important" and "1" meant "not important at all" survey takers rated both "organic" and "sustainable."

The chart below shows the results broken down by trade tier. The bars of the chart indicate the percentage of respondents in each tier giving ratings of "6" or "7" to organically-grown grapes (the green bars) or production by a winery certified for its sustainable practices (the brown bars).

Importers and retailers gave significantly greater importance to organically-grown grapes, while on-premise respondents valued "organic" only slightly more than "sustainable." Respondents in the distributor tier favored "sustainable" slightly more than "organic."

### Importance of Organic/Sustainable

(Percent "Top-Two Box" Ratings)



Respondents were also asked to estimate the potential for growth in 2023 of three categories of wine: Wine with "lower alcohol" (defined as 5% - 9%); "Zero alcohol" wines; and the "Better for you" wines offering low calories and carbohydrates, reduced sugar, and (sometimes) lower alcohol, gluten-free, vegan, or other product benefits. The results are shown in the chart below.

All three categories were expected by more than 60% of respondents to grow in 2023. Highest rated was the "Better for you" category, with 76% of survey takers predicting category growth this year. The "Zero alcohol wines" were judged by 64% to see growth this year, while 61% predicted growth for lower alcohol wines.

It should be noted that recent consumer research conducted by Wine Opinions has shown that purchase of each of these types of wine (and interest in them) skews significantly to consumers under the age of 40.

### Growth Projections for 2023

Wine Type	Decline	No Change	Some growth	Good growth	Great growth
"Better for you"	5%	19%	42%	29%	5%
Lower alcohol	7%	32%	39%	16%	6%
"Zero alcohol"	9%	27%	35%	22%	7%

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