

WE PROVIDE EXCLUSIVE DATA THAT WILL HELP YOU SELL MORE WINE.

Wine Market Council is the leader in forward-looking market research on U.S. wine consumer buying habits, attitudes and trends. We provide proprietary reports to our exclusive members across all tiers of the wine industry.



ALREADY HAVE A CONSUMER RESEARCH TEAM?

We can handle the market-level research so you can dedicate your budgets to building your brands.



LACKING AN INTERNAL INSIGHTS TEAM?

We can help you market your brands and sell more wine by better understanding the changing consumer, and market.

MORE THAN 20 YEARS OF TRACKING WINE CONSUMER BEHAVIORS

-  Wine Consumer Segmentation Study
-  Wellness Lifestyle & Wine
-  Online Shopping/Retail Landscape Updates
-  Wine Packaging Trends
-  Communications & the Consumer
-  Wine Drinker Consumption Patterns
-  On- & Off-Premise Purchase Behavior

LED BY INDUSTRY EXPERTS



DALE STRATTON **PRESIDENT**

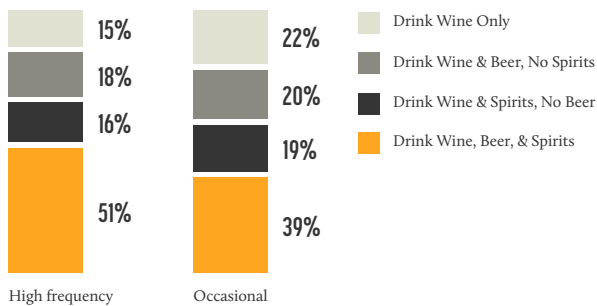
Former VP of Commercial Insights at Constellation Brands, with over 35 years of experience in the Beverage Alcohol Industry.



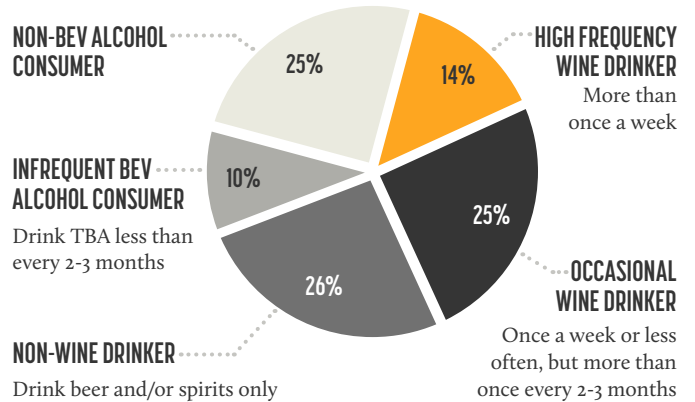
CHRISTIAN MILLER **DIRECTOR OF RESEARCH**

An original member of the WMC Research Committee with over 20 years of experience working in market research, brand, and category management.

HIGH FREQUENCY WINE CONSUMER IS A TBA CONSUMER*

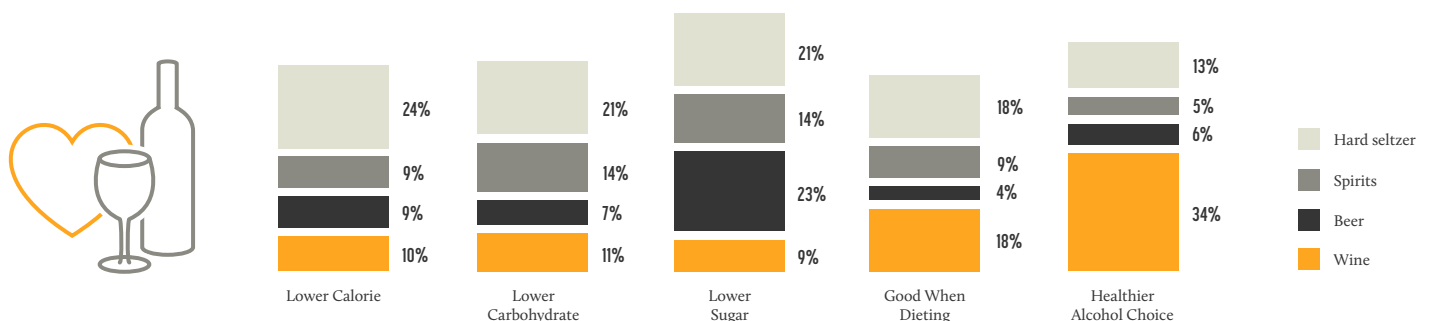


WINE CONSUMER SEGMENTATION*



ROLE OF WINE IN A WELLNESS LIFESTYLE**

Which type or types of alcohol would you most closely associate with?



*Source: WMC - ORC Segmentation Survey June 2019 **Source: WMC/Nielsen IQ Role of Wine in a Wellness Lifestyle Study February 2021

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