WINE MARKET COUNCIL

Snapshot of the U.S. Wine Consumer in 2023/2024

Based on Wine Market Council
2023 U.S. Wine Consumer Benchmark Segmentation Survey

Photo Credits: Canva AI

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About Wine Market Council

- Established in 1996.
- Scientific non-profit (501c6); member supported.
- **MISSION: To conduct market research on U.S. wine consumer buying habits, attitudes & trends.**
- 3 to 4 new wine consumer research studies per year, worth approx. $300,00.
- Affordable membership dues.

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Recent Research Studies from Wine Market Council

2021-2023 Research

2023 U.S. WINE CONSUMER BENCHMARK SEGMENTATION STUDY

2023 Category Shifting and Wine Consumption Study

2023 High-End Consumer Study Part 1 – Interview Results

2023 High-End Consumer Study Part 2 – Survey Results

2022 Ingredients & Nutrition Labeling Study

2022 Study on Viewpoints of the Wine Trade

2022 Multicultural Qualitative Wine Study

2021 U.S. WINE CONSUMER BENCHMARK SEGMENTATION STUDY

2021 Multiethnic Populations Study

2021 Study on Perceptions of the Wine Trade

2024 Research Studies

2024 National Wine Survey on Young Adults & Multicultural Consumers

2024 Wine Shop-Alongs With Young Adults & Multicultural Consumers

2024 DTC/Wine Club Consumer Survey

PLUS Research Report Archives

from 1997 thru 2020

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U.S. ADULT SEGMENTATION

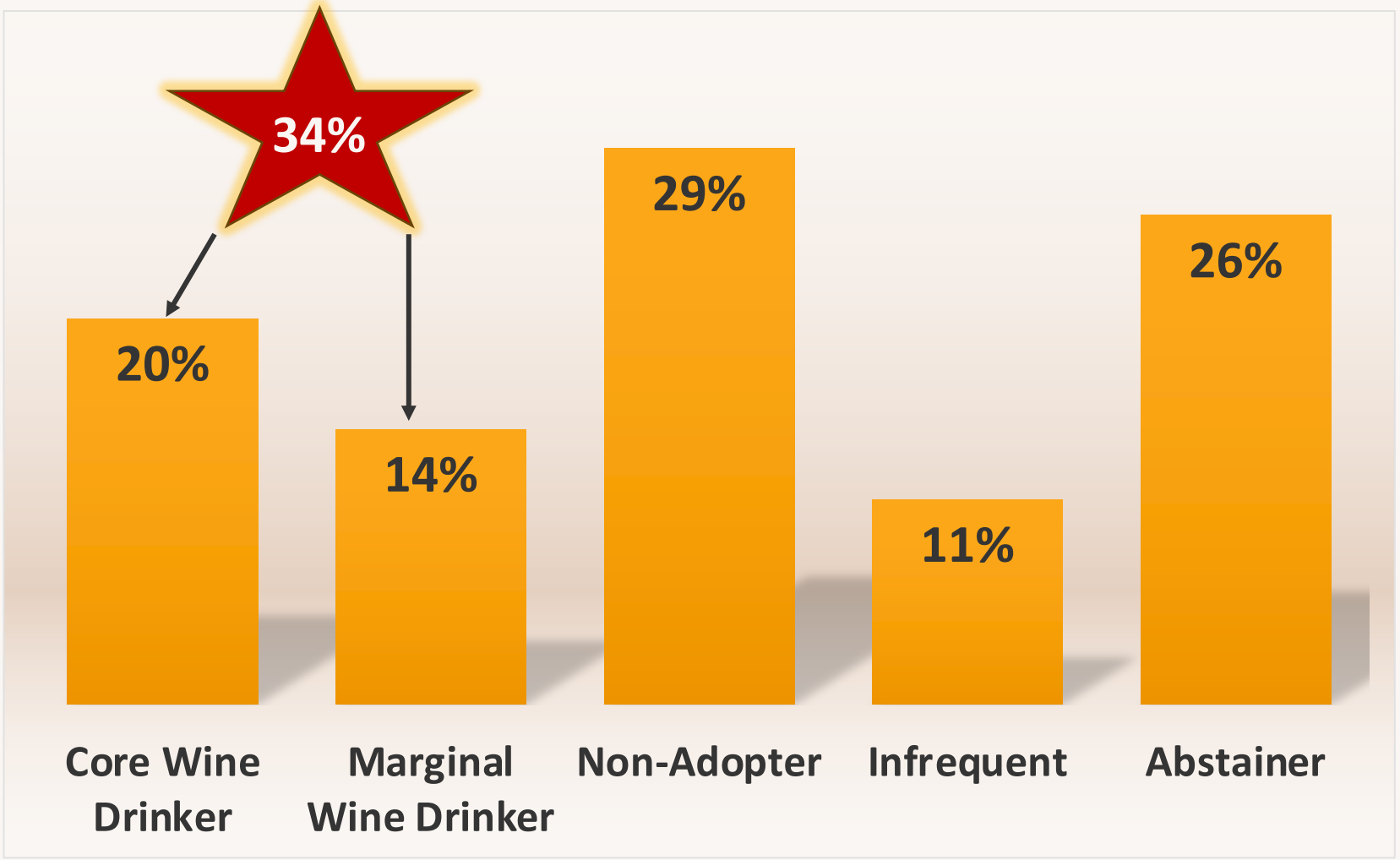
CORE DRINKERS =
Adults who drink wine at least once a week or more

MARGINAL DRINKERS =
Adults who drink wine less than once a week but more often than every 2-3 months

NON-ADOPTERS =
Drink beer & spirits, but little or no wine

INFREQUENT =
Drink alcohol less than once a quarter

ABSTAINER =
Does not drink alcohol



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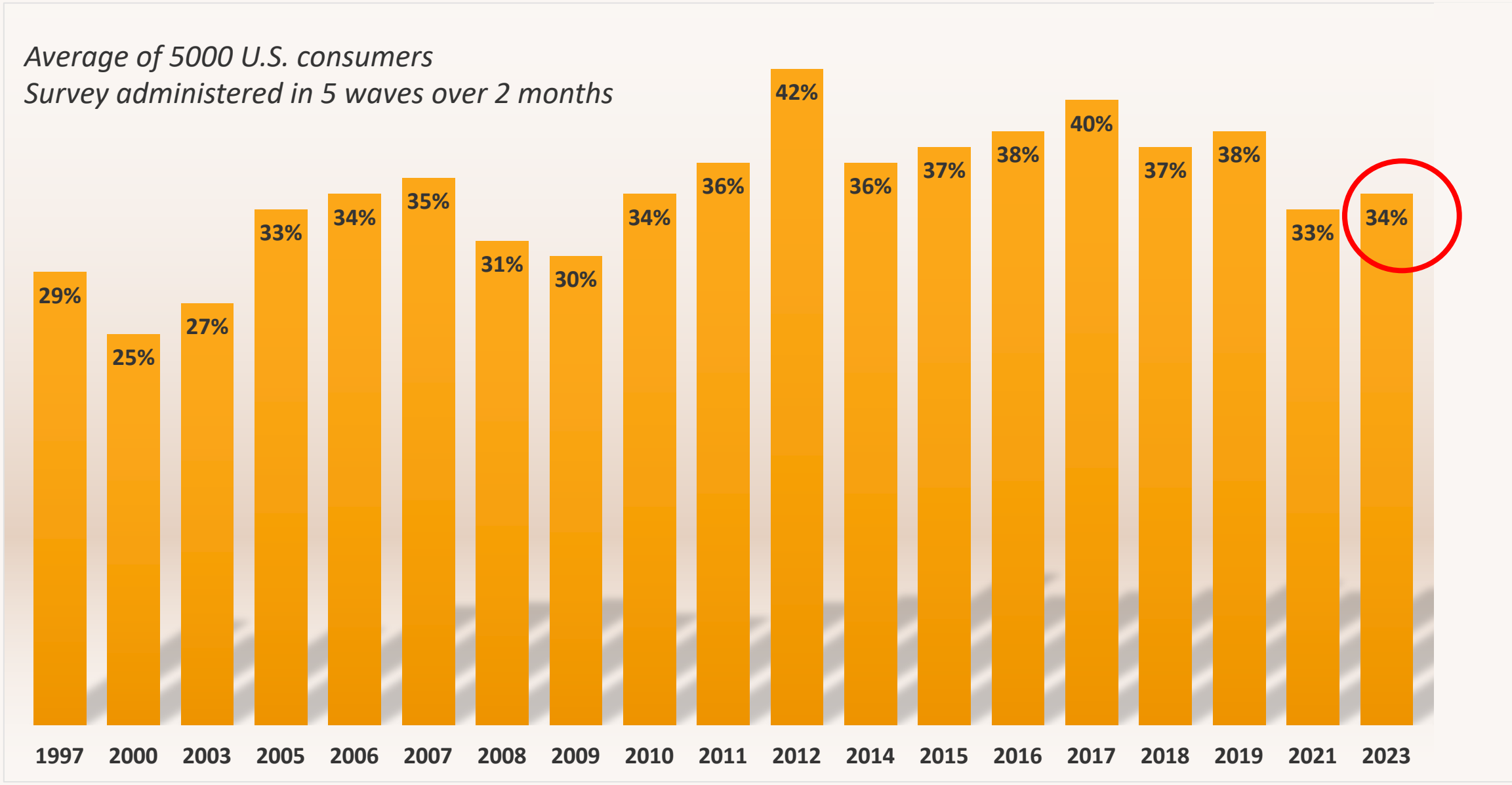
WMC Benchmark Segmentation Study Over the Decades - Percentage of LDA U.S. Wine Drinkers

(Includes both Core and Occasional Wine Drinkers)



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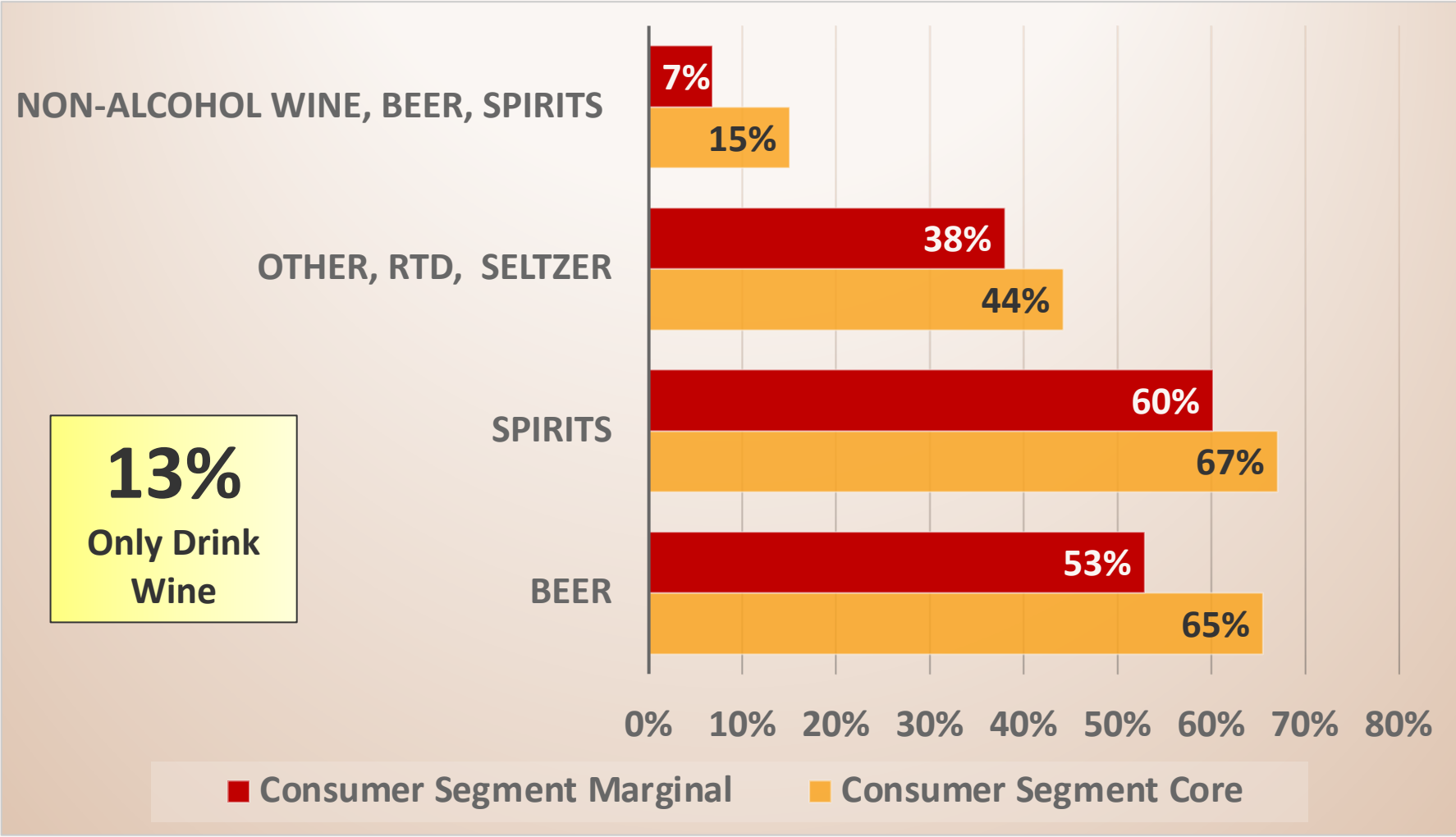
OTHER BEVERAGES BESIDES WINE

Which of the following kinds of beverages do you drink at least once every two or three months?



13%
Only Drink Wine

CORE DRINKERS =
Adults who drink wine at least once a week or more

MARGINAL DRINKERS
Adults who drink wine less than once a week but more often than every 2-3 months

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WINE DRINKERS BY GENDER

45%
Male

55%
Female

11% identify as part of the LGBTQ+ community

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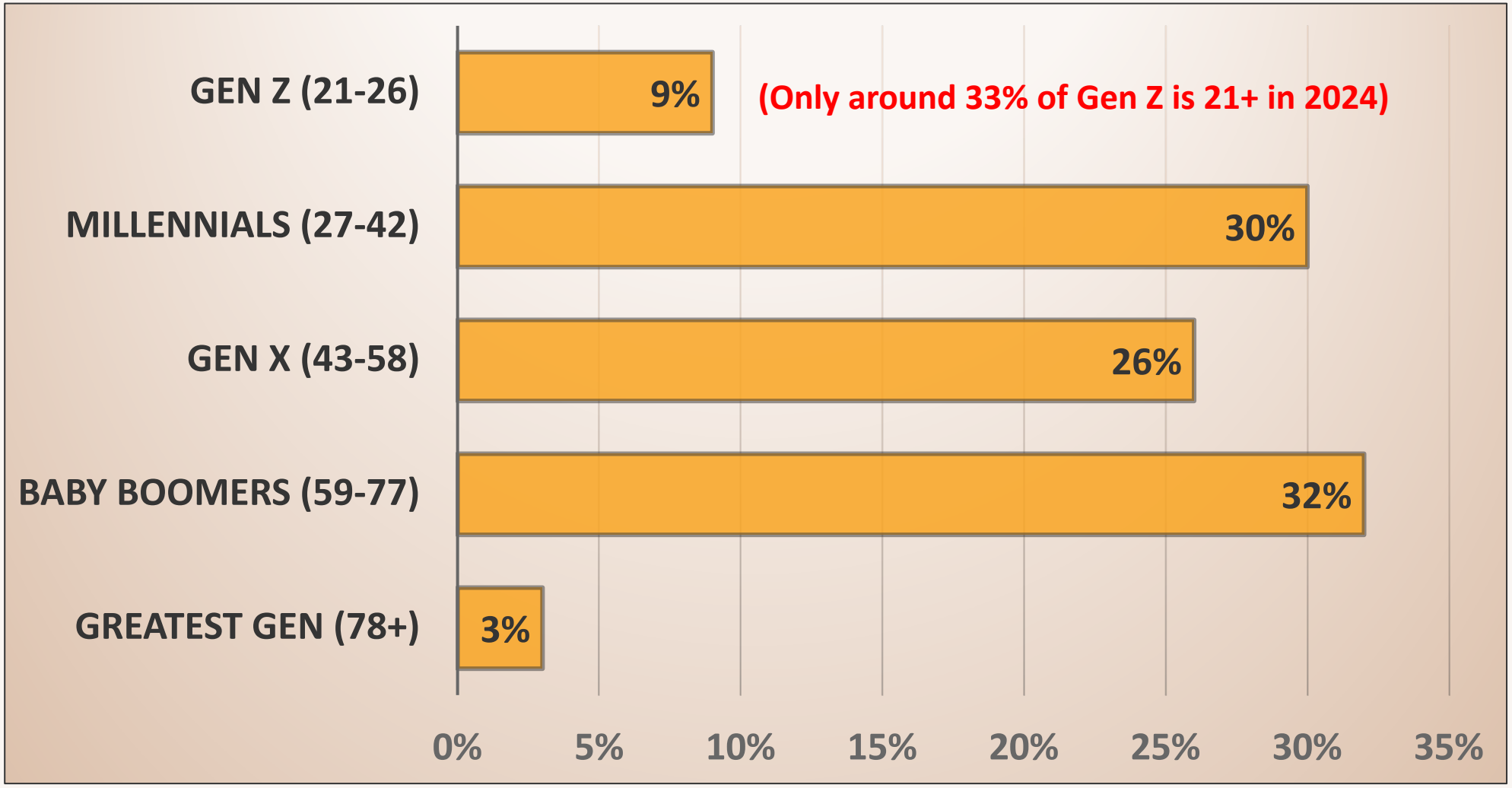
WINE DRINKERS BY AGE & GENERATION

% of total wine drinking population represented by each generation



GEN Z = 143
MILL = 476
GEN X = 412
BB = 506
GG = 48

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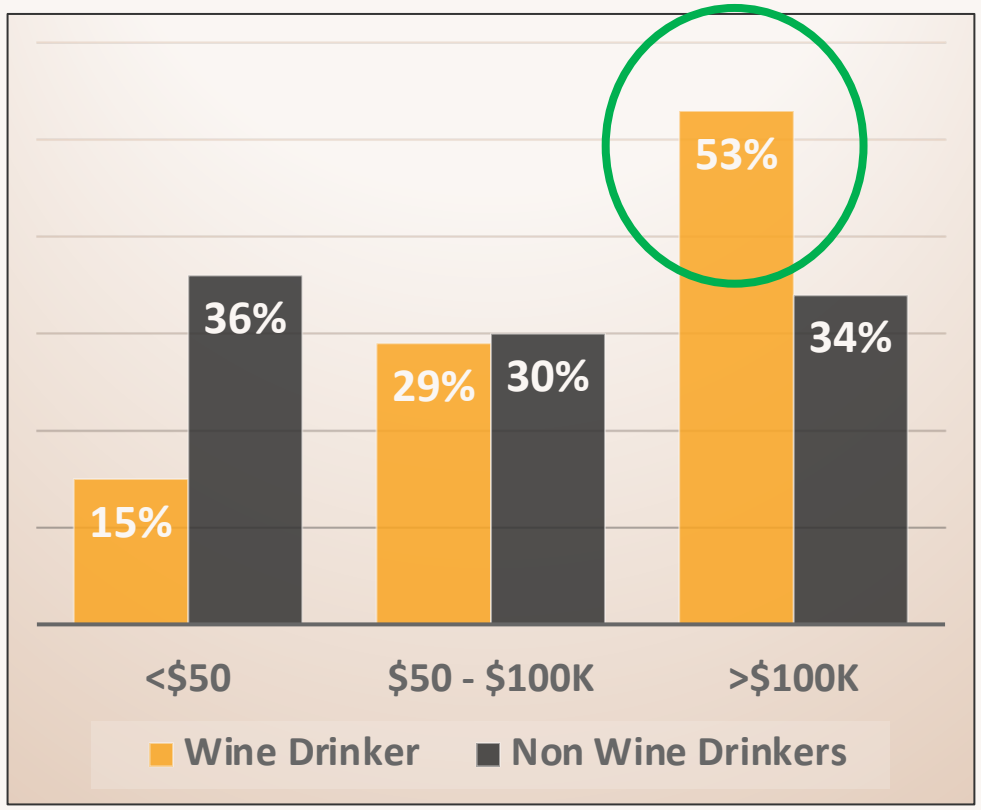
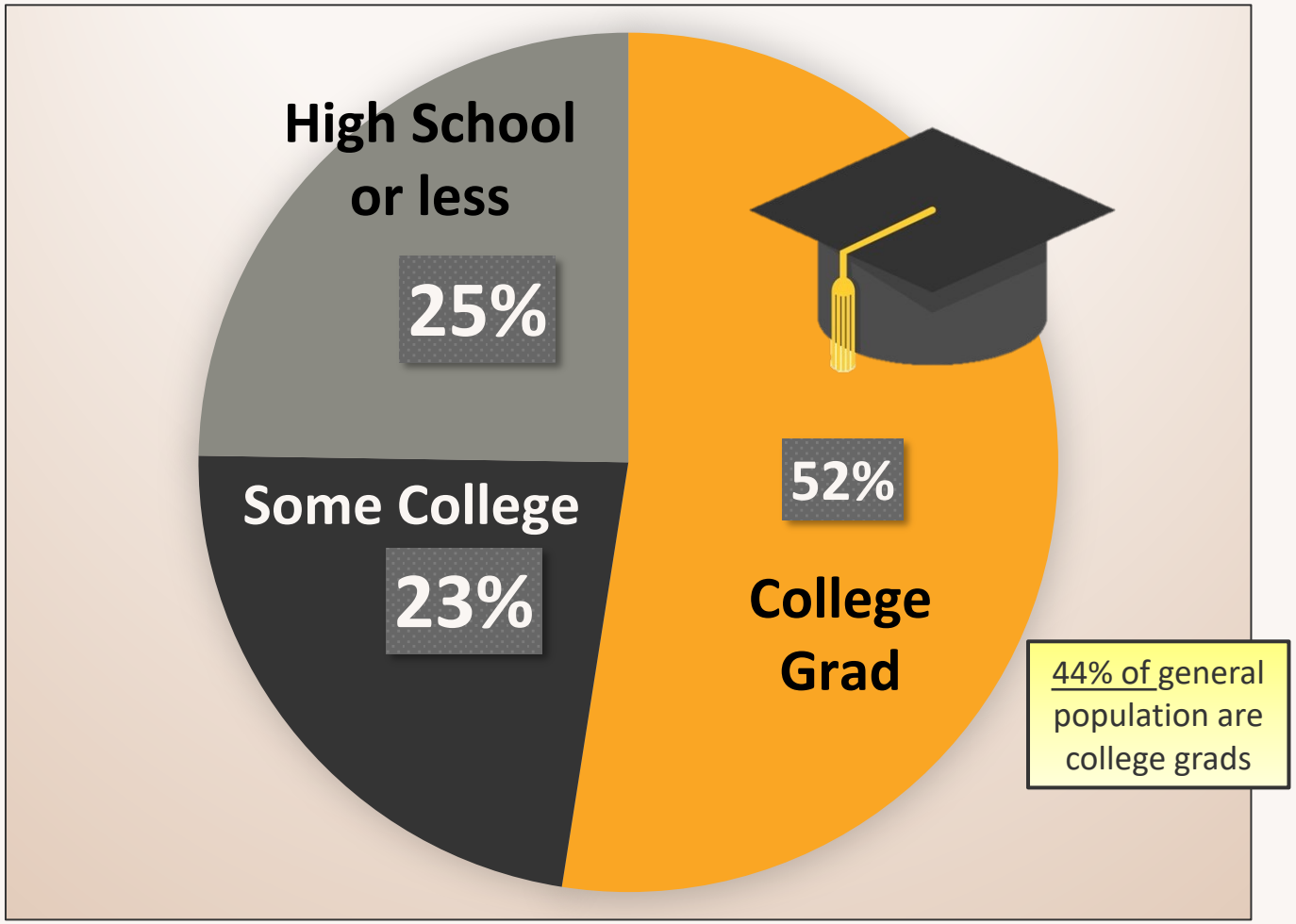
WINE DRINKERS BY INCOME & EDUCATION

Wine Drinkers by Income





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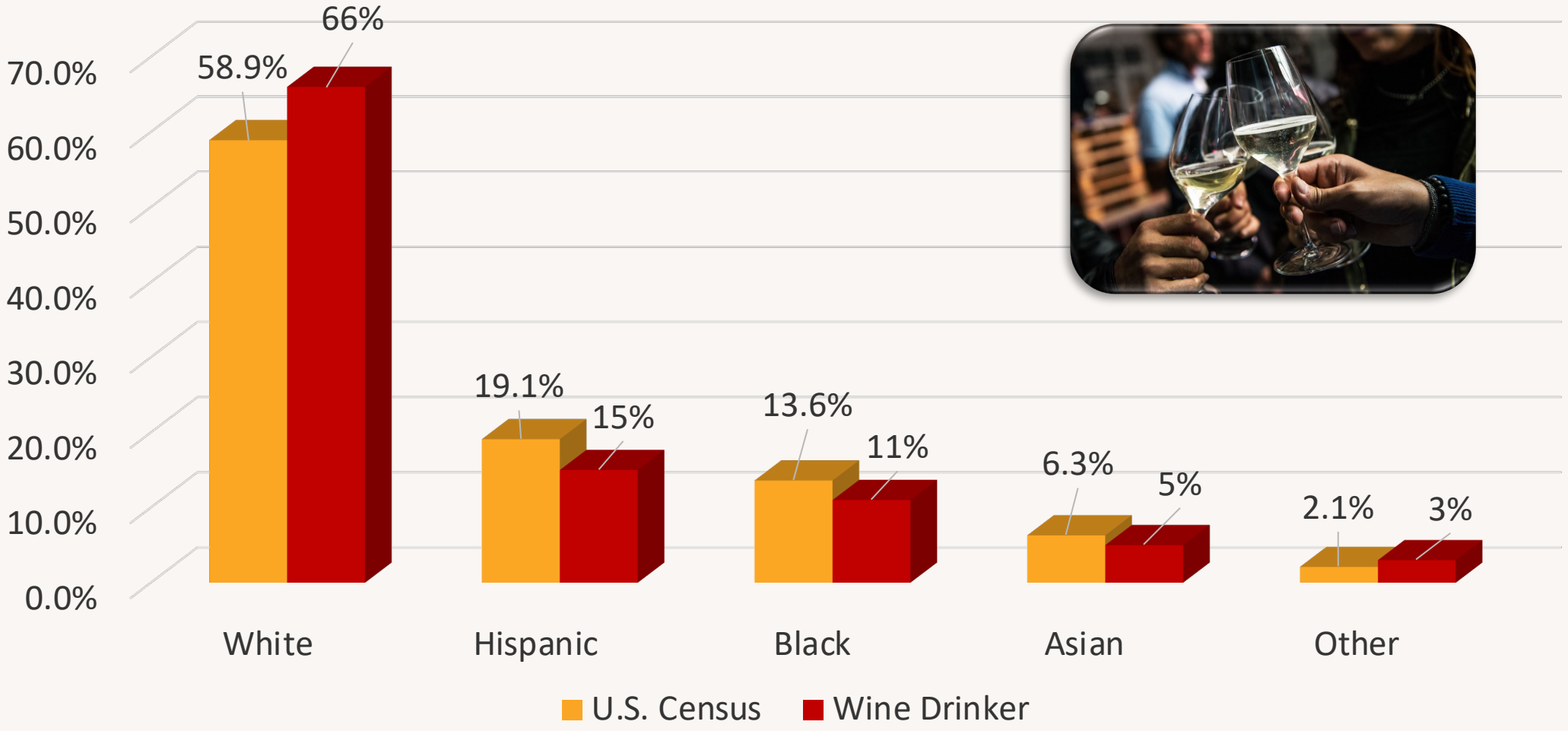
WINE DRINKERS BY ETHNICITY



Source: https://www.census.gov/quickfacts/fact/table/US/PST045222

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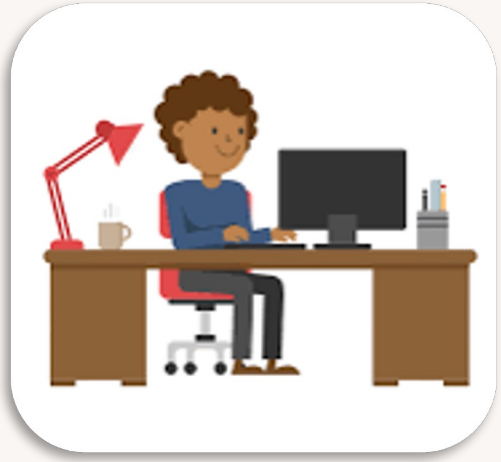
WINE DRINKERS: LIFE STYLE

60% Married

68% Employed
21% Retired



36% Have Children Under 18 Living at Home

71% Own a Home

53% Live in Suburbs
31% Urban
16% Rural

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THANK YOU!

WINE MARKET COUNCIL

JOIN US!

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