

# 2025-2026 Snapshot of U.S. Wine Consumers & Trends



Based on Wine Market Council  
Research Studies from 2025

# 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.

# Recent Research Studies from Wine Market Council

## 2021-2025 Research

- 2025 Wine & Wellness Study
- 2025 U.S. WINE CONSUMER BENCHMARK SEGMENTATION STUDY
- 2025 Reducing Barriers to Purchase Wine Study
- 2025 EcoFriendly Wine Study (Sustainable, Organic, Regenerative, Light-weight bottles)
- 2024 National Wine Survey on Young Adults & Multicultural Consumers
- 2024 Wine Shop-Alongs With Young Adults & Multicultural Consumers
- 2024 DTC/Wine Club Consumer Survey
- 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

## 2026 Research Studies

- 2026 Consumer Wine Taste: Changing Negative to Positive Perceptions
- 2026 New Wine Communication: Messages & Channels that Work With Today's Consumers
- 2026 Luxury Wine Consumers: Motivations & Purchasing Trends
- 2026 Customer Acquisition and Retention – What Really Works

## PLUS Research Report Archives

from 1997 thru 2020



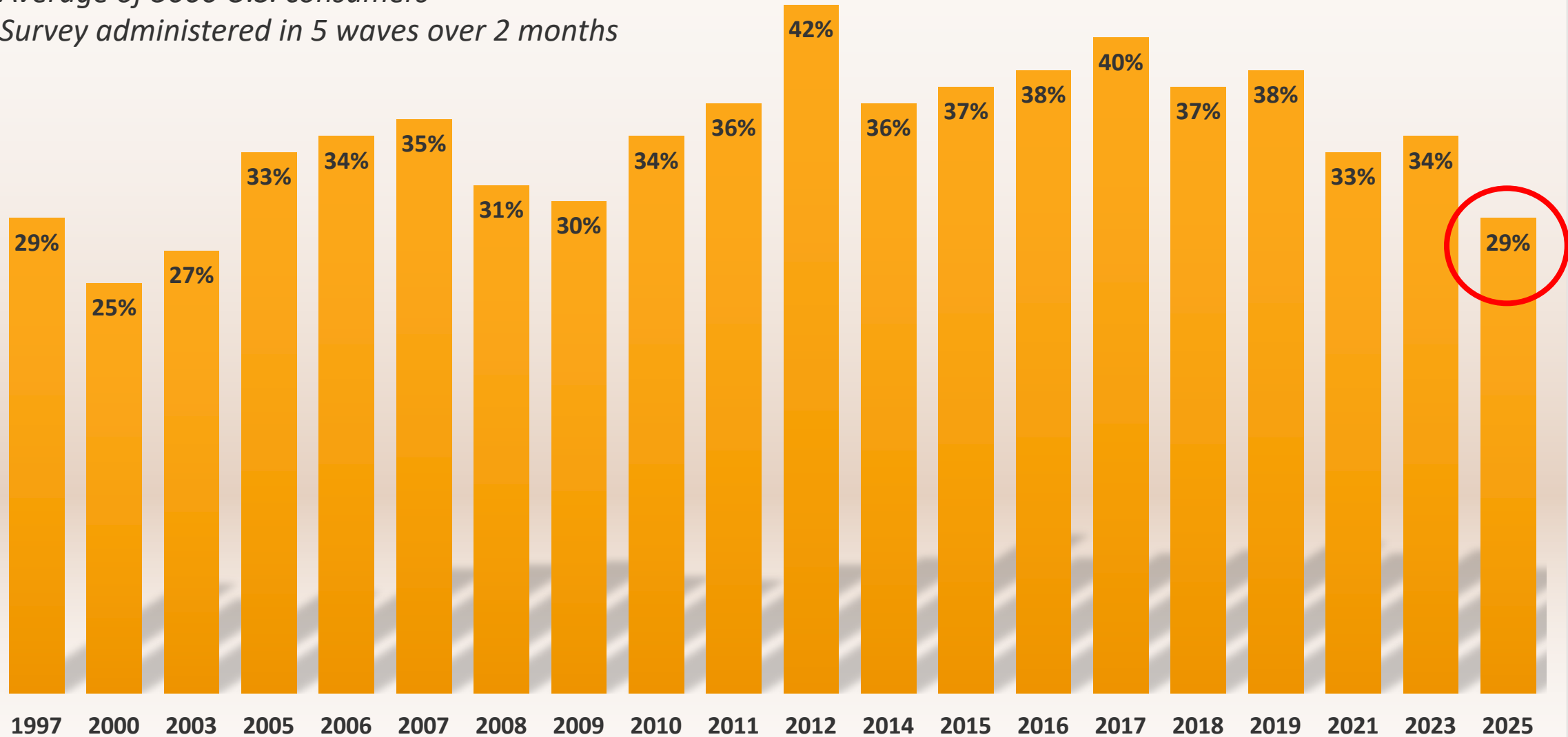
**In 2026, approx. 29% of American adults drink wine (76 million)**

**Down from 34% two years ago**

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

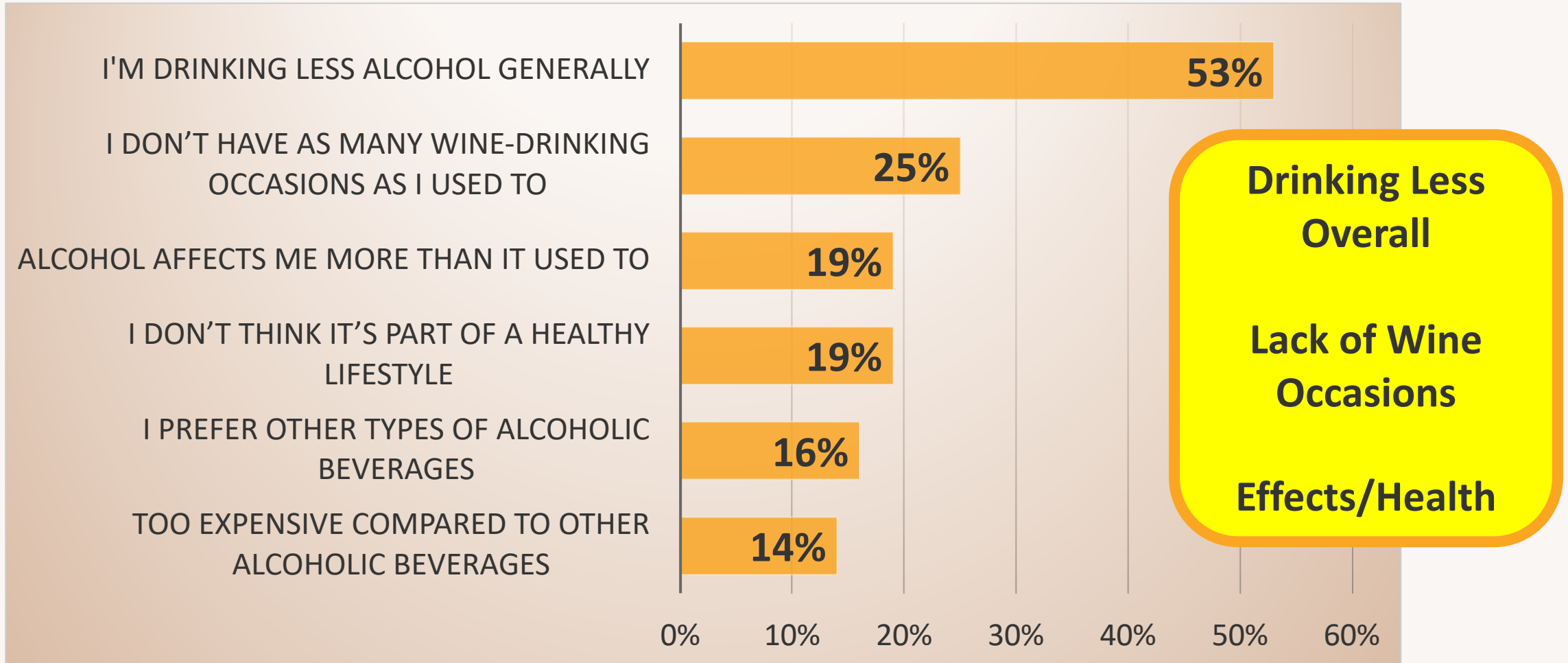
*(Includes both Core and Occasional Wine Drinkers)*

*Average of 5000 U.S. consumers  
Survey administered in 5 waves over 2 months*



# Why Are You Drinking Less Wine?

*(Check all that apply)*



# U.S. ADULT SEGMENTATION

## CORE DRINKERS =

Drink wine at least once a week or more

## MARGINAL DRINKERS =

Drink wine less than once a week but more often than every 2-3 months

## INFREQUENT =

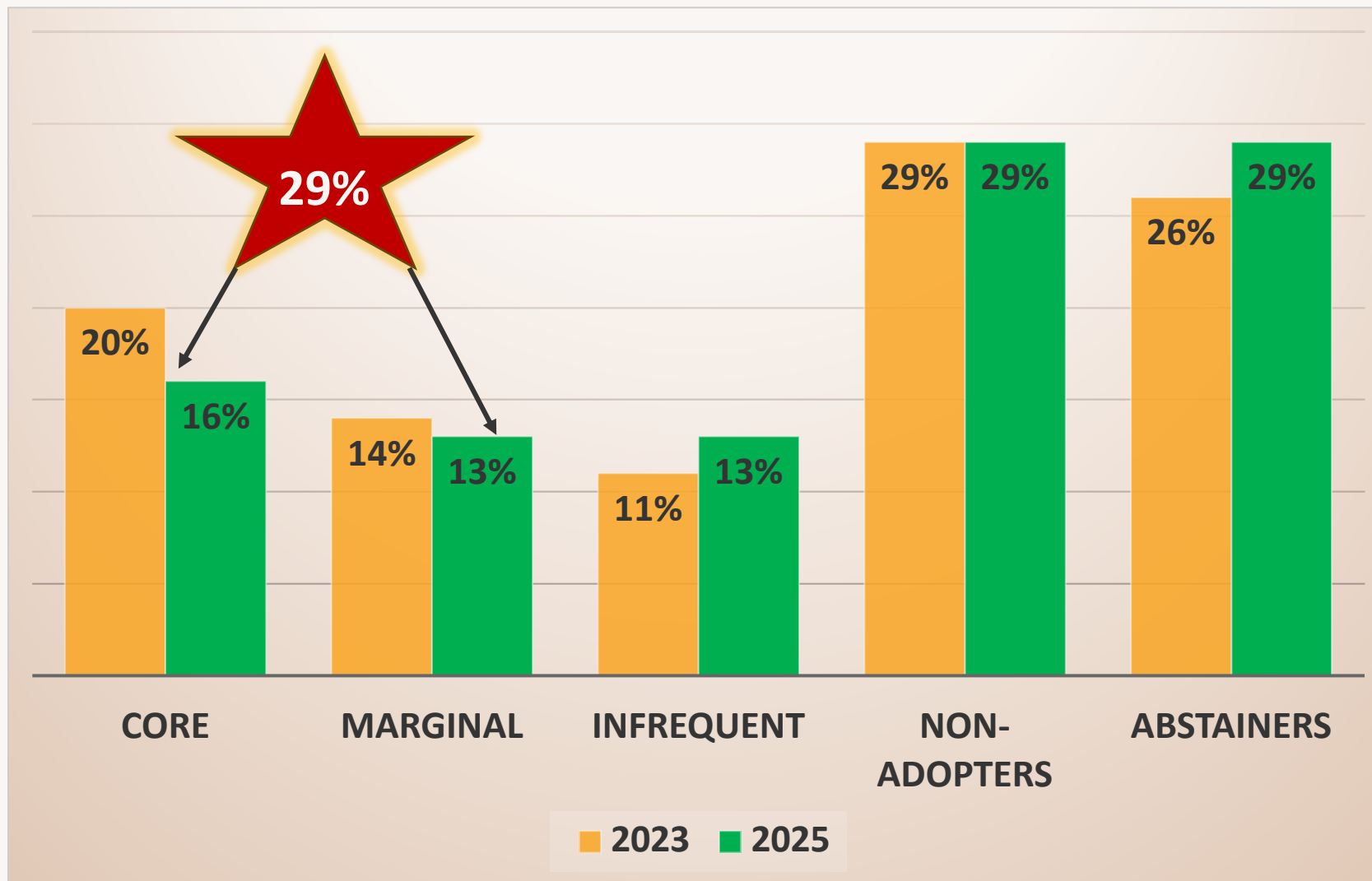
Drink alcohol less than once a quarter

## NON-ADOPTERS =

Drink beer & spirits, but little or no wine

## ABSTAINER =

Does not drink alcohol



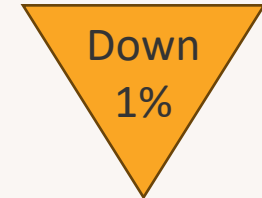
# WINE DRINKERS BY GENDER



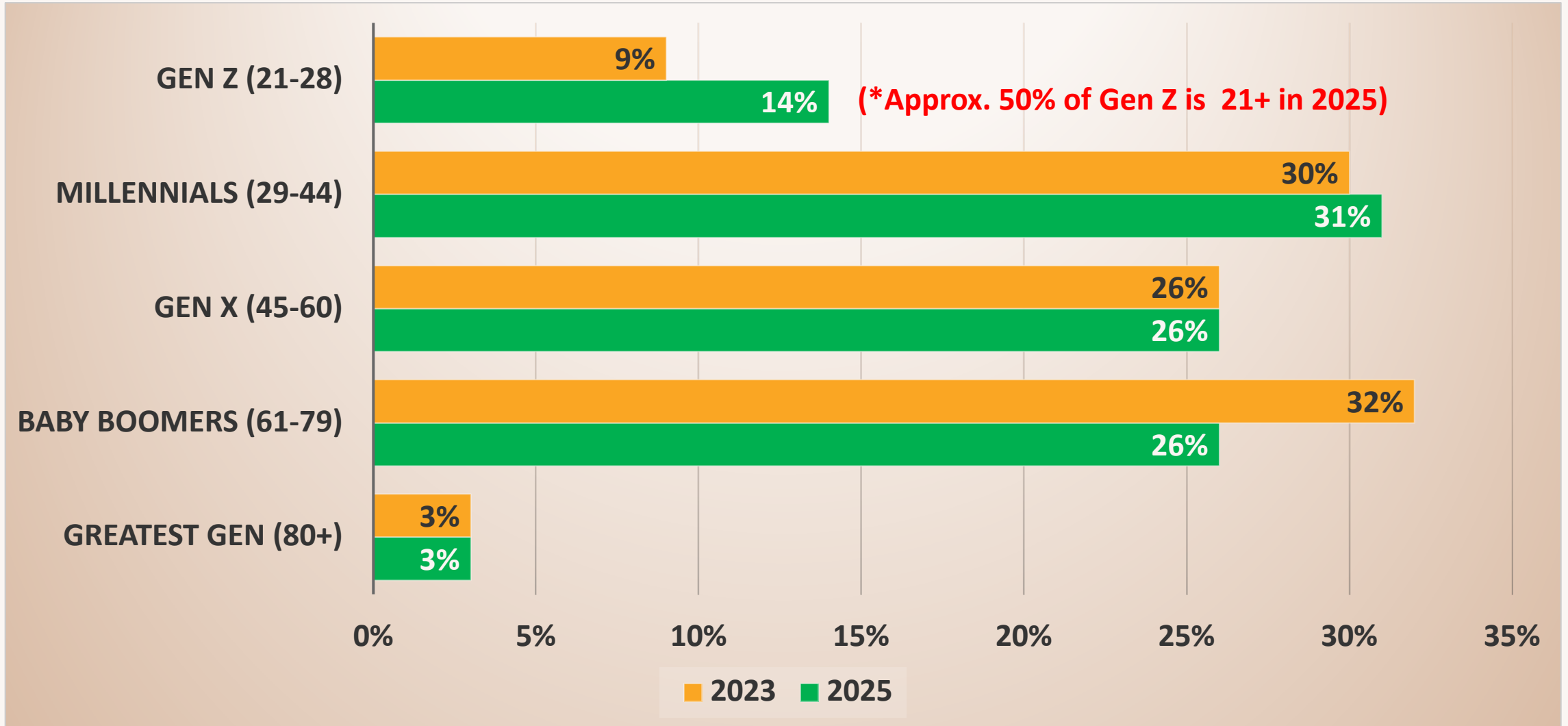
**46%**  
**Male**



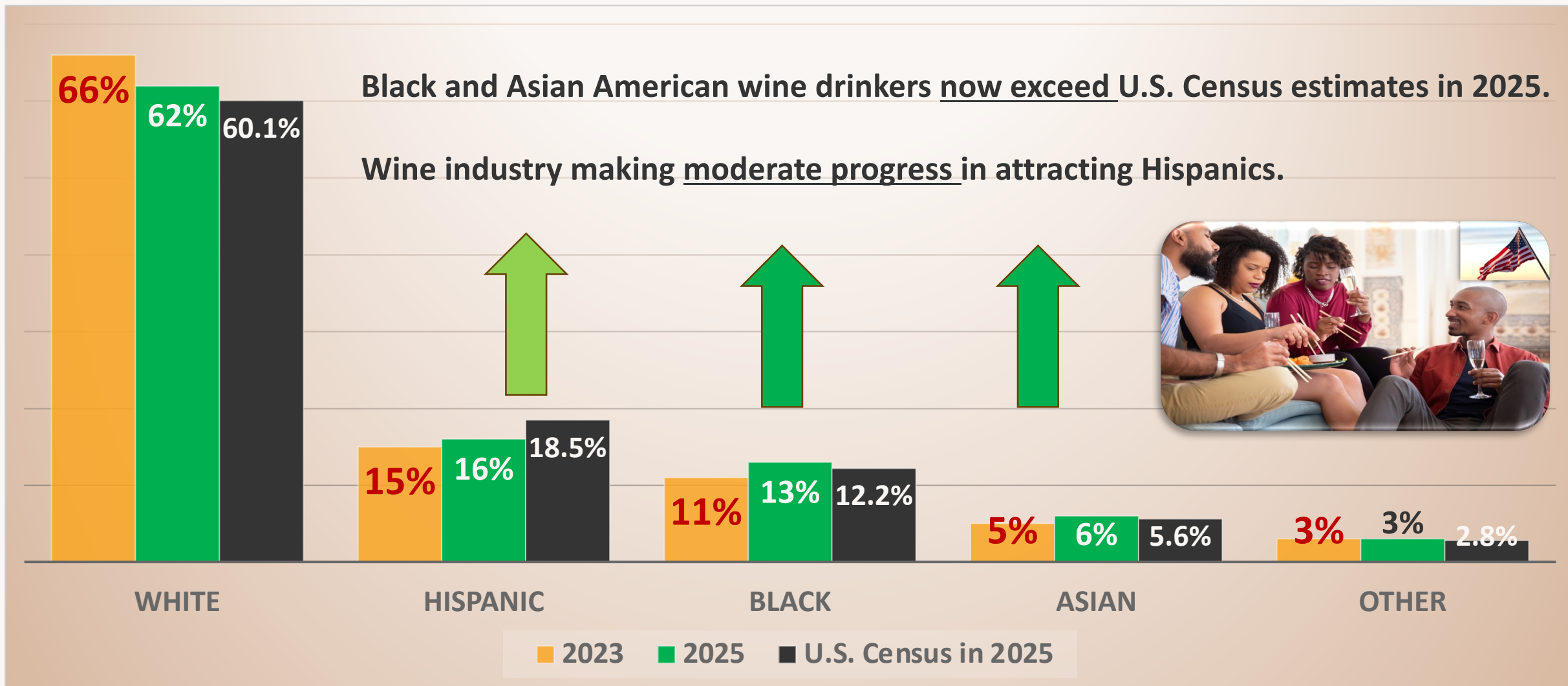
**54%**  
**Female**



# WINE DRINKERS BY AGE & GENERATION



# WINE DRINKERS BY ETHNICITY



By mid 2040's White population in US expected to fall below 50% - Brookings Institute

Source: [Brookings Institute 2025 for U.S. Ethnicity Calculation](#)

# MOTIVATIONS: WHY DO YOU DRINK WINE?

*What do you enjoy most about drinking wine or wine-based drinks?*

**1) SPECIAL** – it makes the occasion seem more special

**2) RELAXED** – it makes me feel more relaxed, laid back

**3) FOOD** – goes better with food than other drinks

**4) CONNECTING** – wine is a more social or romantic drink

**5) MODERATE** – wine is a more moderate drink than other alcohol



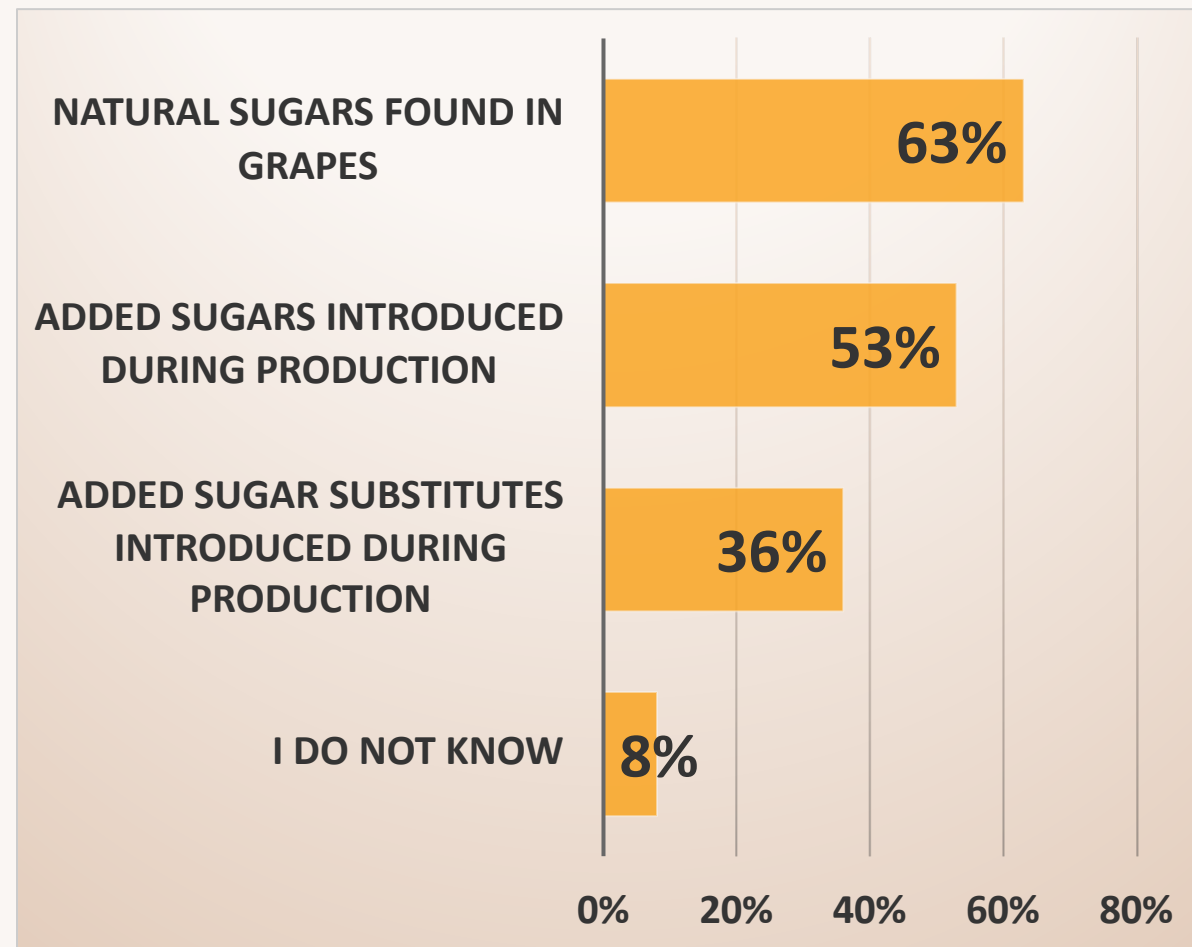
# Misperception That Wine Has Sugar Added

**47% of consumers believe that wine is high in sugar**



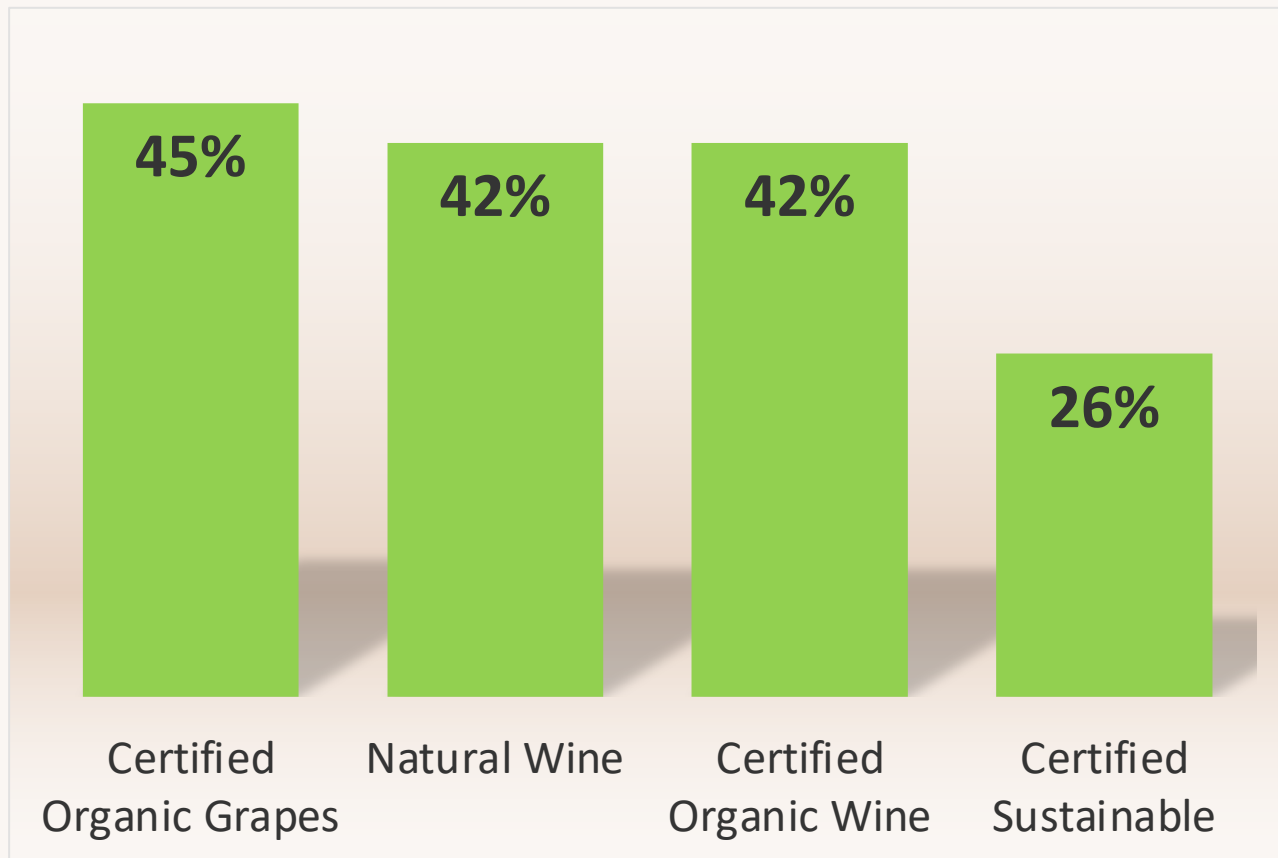
*"The average dry table wine has 1 to 2 grams of sugar in a standard 5-ounce serving." USDA website*

Where do you believe that sugar comes from?  
Check all that apply.



# Wellness Perceptions of Eco-friendly wines

To what extent do you think certain types of wine are healthier or better for you personally than typical or conventional wines?



Positive respondents skew much younger.



# Trends & Opportunities in 2026

# #1) Lean Into Wellness Trend – NO ADDED SUGAR

- Add a No or Low Alcohol wine to your offerings
- Consider adding ingredient and/or nutrition labels
- Include “NO SUGAR ADDED” (if this is true)



Photo Credits: Winery websites & Total Wine & More

## #2) Show Wine in Fun Occasions – RTDS/Wine Cocktails

- ❖ Advertise wine in fun locations/occasions (digital)
- ❖ Pour wine at music festivals, community events, food fairs, etc.
- ❖ Include a wine cocktail at your tasting room – get creative with flavors
  - ❖ *Wine with ginger, passionfruit, tarragon, rooibos, etc.*
- ❖ For larger brands, consider introducing a wine-based RTD



## #3) Add Romance Back Into Wine

- ❖ Americans rated ‘Romance’ as the #1 occasion to drink wine.
- ❖ Advertise romantic occasions for wine, e.g. date nights.
- ❖ Expand engagement & anniversary experiences at wineries.



# #4) Expand Your Selection of On Ramp Wines

Honor your big reds, but make sure to offer crisp and refreshing whites, along with unique varietals, sparkling, rose, and some semi-sweet options to please all palates.



*Sancerre is selling out thanks to Taylor Swift, and in turn, is increasing demand for similar crisp whites.*

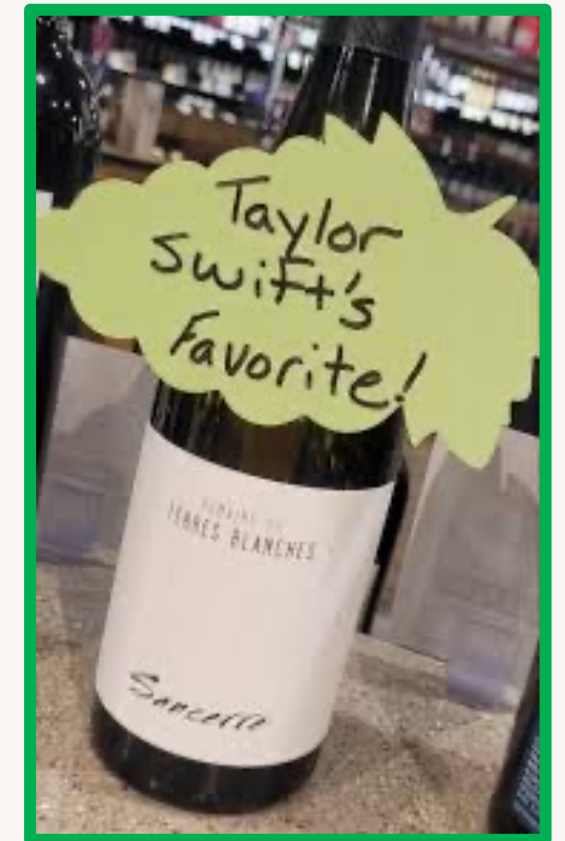


Photo Credit: Decanter & Total Wine & More

# #5) Consider High Alcohol Reds (counter trend)

- ❖ An opposite trend is higher alcohol red wines, slightly sweet.
- ❖ Often include added fruit flavors



## #6) Communicate Eco-Friendly Wines

- ❖ Many wineries are making great progress in sustainability, but not doing a very good job telling consumers about it.
- ❖ Younger consumers are especially concerned with the environment and equitable social practices. They believe eco-friendly wines are healthier.



Photo Credit: Getty



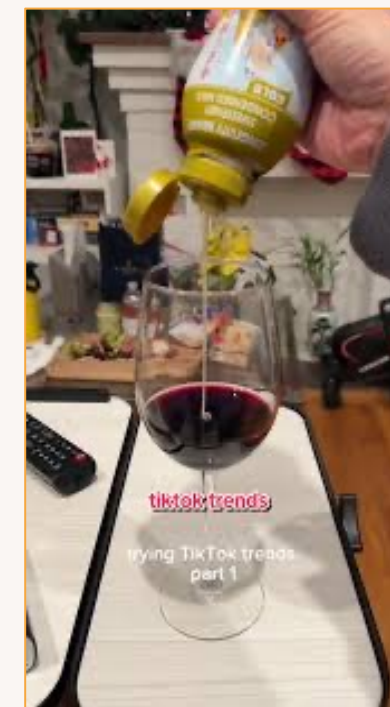
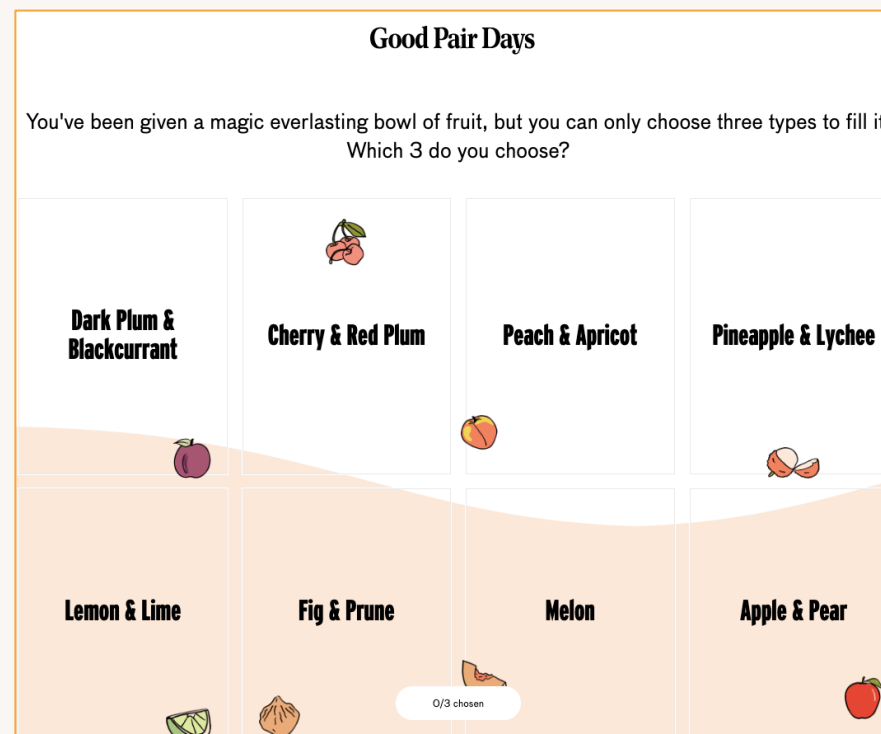
# #7) Pair Your Wines With Multicultural & Fast Cuisine

- ❖ Many multicultural consumers do not see “their food” paired with wine.
- ❖ Show digital ads and offer recipes to pair your wine with multicultural and take-away cuisine.



# #8) Increase Your Digital Repertoire

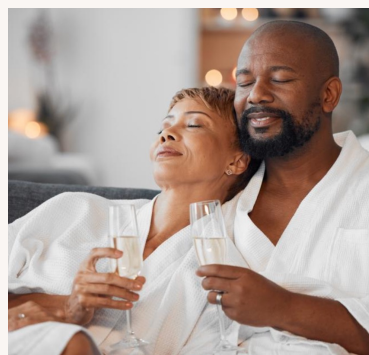
- ❖ Get creative with your online presence via social, ads, and your website.
- ❖ Consider online 'games' and 'quizzes' to match wine styles, occasions, and cuisines.
- ❖ Create unique messaging and imaging for each generation. Court influencers.



# #9) Proclaim Wine's Positive Story

- ❖ Newer generations DO LIKE WINE. They just drink it less and like a lot of other drinks.
- ❖ Remind them of the positive attributes of wine.

- ❖ Agricultural
- ❖ Close to Nature
- ❖ Family-Oriented
- ❖ Connecting Friends
- ❖ Dog Friendly
- ❖ Relaxing
- ❖ Moderation
- ❖ Food Companion
- ❖ 8,000 Years of History



# THANK YOU!



# JOIN US!



*Photo Credit: Pexels.com*

