

U.S. Wine Market Report 2022, Industry Size, Share, Growth Rate and Forecast to 2027

The United States wine market is expected to exhibit a CAGR of 6.49% during 2022-2027.

SHERIDAN, WYOMING, UNITED STATES, August 10, 2022 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "[United States Wine Market](#): Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," The United States wine market is expected to exhibit a CAGR of 6.49% during 2022-2027.

Report Metric

Historical: 2016-2021

Base Year: 2021

Forecast Year: 2022-2027



We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

Wine represents an alcoholic beverage that is prepared with the fermented juice of several fruits, such as cranberries, grapes, apples, blueberries, kiwi, raspberries, plums, etc. It helps in preventing oxidative stress caused by an imbalance between antioxidants and free radicals. In addition to this, wine contains resveratrol that has various anti-inflammatory properties. Consequently, it minimizes inflammation and prevents Alzheimer's and Parkinson's disease, cancer, diabetes, etc. Furthermore, wine enhances thinking and memory skills, boosts mental health, improves healthy gut bacteria, etc.

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Market Trends:

The growing consumer awareness towards numerous associated benefits of the product as compared to other alcoholic beverages is primarily driving the United States wine market. Moreover, the escalating demand for nutrition-packed drinks that are easily available via online and offline distribution channels is stimulating the market growth. Besides this, the premiumization of wine products with high-quality ingredients and appealing packaging is acting as another significant growth-inducing factor. Additionally, the rising utilization of champagne, cognac, fruit-berry wines, etc., is further augmenting the market growth across the country. Apart from this, the leading manufacturers are extensively investing in R&D activities to introduce product variants in enhanced flavors, such as still, sparkling, red, rose, white, etc., and also focusing on adopting aggressive promotional strategies to increase their overall profitability, which is anticipated to fuel the United States wine market over the forecasted period.

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The report has segmented the market on the basis of product type, color, distribution channel and region.

Breakup by Product Type:

- Still Wine
- Sparkling Wine
- Fortified Wine and Vermouth

Breakup by Color:

- Red Wine
- Rose Wine
- White Wine

Breakup by Distribution Channel:

- Off-Trade
- Supermarkets and Hypermarkets
- Specialty Stores
- Online Stores
- Others
- On-Trade

Breakup by Region:

- Northeast

Midwest
South
West

Key highlights of the report:

Market Performance (2016-2021)
Market Outlook (2022- 2027)
Porter's Five Forces Analysis
Market Drivers and Success Factors
SWOT Analysis
Value Chain
Comprehensive Mapping of the Competitive Landscape

If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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