

# **Global Canned Wine Market Size Study & Forecast, by Product (Sparkling Wine, Fortified Wine, Others), by Distribution Channel (Supermarket & Hypermarket, Online, Other Stores), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Canned Wine Market is valued at approximately USD 271.75 million in 2022 and is anticipated to grow with a healthy growth rate of more than 13.2% over the forecast period 2023-2030. Canned wine refers to wine that is packaged and sold in cans instead of traditional glass bottles. It is a relatively recent trend that has gained popularity in the wine industry. Canned wine offers several advantages over bottled wine, including convenience, portability, and sustainability. Canned wine provides an airtight seal, which helps preserve the wine's freshness and flavors. The lack of oxygen exposure can prevent premature oxidation, resulting in a more consistent tasting experience. The market for canned wines is anticipated to expand at a fast rate due to the numerous applications and advantages for customers all over the world. The rapid shift in customer tastes from traditional packaged beverages or wine to canned wines because of their lightweight nature, ease of use when traveling, and other factors have contributed to the market growth. Also, canned wines are gaining high popularity among young millennials and members of the working class, coupled with the increasing demand for wines are fueling the expansion of canned wines during the projected period.

In addition, the rising consumer inclination toward ready-to-drink products is acting as a catalyzing factor for product demand, which, in turn, augments the market growth across the globe. According to Statista, in 2021, the volume of sales of ready-to-drink alcoholic beverages worldwide was recorded at 766.3 million nine-liter cases, which is an increase from 686.6 million nine-liter cases in 2020. Thus, these aforementioned

factors are propelling the growth of the Canned Wine Market during the estimated period. Moreover, the growing millennials and Gen-Z population, as well as the increasing availability of products on various online distribution channels are presenting various lucrative opportunities over the forecast years. However, the competition from other beverage categories and the imposition of stringent regulations are challenging the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Canned Wine Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing availability of the product on various e-commerce platforms, as well as the introduction of various eco-friendly packaging alternatives. In addition, canned wines are gaining high popularity in the region, particularly among hikers as they are more portable and lightweight than their counterparts, making them simpler to tote during outdoor activities. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecast years. The increasing disposable income, changing preferences and habits of consumers, and high consumption of wines particularly in countries such as China, Japan, South Korea, and India are bolstering the market demand across the region.

Major market players included in this report are:

E & J Gallo Winery

Union Wine Company

Integrated Beverage Group LLC

SANS WINE CO

Sula Vineyards Pvt. Ltd.

The Family Coppola

The Canned Wine Company

Shamps Beverage LLC

Constellation Brands, Inc.

Winesellers Ltd.

#### Recent Developments in the Market:

In June 2023, E. & J. Gallo Winery announced that the company has acquired Bev and its portfolio of premium canned wines and spritzers. The objective of this acquisition is to expand the company's growth strategy by offering enhanced-quality wine to customers.

In April 2022, DEFY an organic wine company unveiled the introduction of its crowdfunding initiative through WeFunder with a secured fund of USD 500 thousand to support the company's marketing activities, production, and sales. This funding is a way to move toward the market of the United States. Additionally, the initiative focuses on establishing a sustainable position for the brand by offering customers premium organic canned wines.

#### Global Canned Wine Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in

recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Sparkling Wine

Fortified Wine

Others

**By Distribution Channel:**

Supermarket & Hypermarket

Online

Other Stores

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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