

# **Global Craft Wine Market Size study & Forecast, by Type (Sparkling Wine, Still Wine, Others), by Flavor (Red Wine, Rose Wine, White Wine), by Distribution Channel (On-trade, Off-Trade) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Craft Wine Market is valued at approximately USD 38.57 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.40% during the forecast period 2023-2030. Craft wine, represents commercially available, limited-production wines. Typically crafted by small, independent producers, these wines are characterized by their local origins and handcrafted nature, offering unique flavors. The distinctive styles of craft wines are a result of the individuality of the winemakers, who often incorporate various ingredients such as spices, herbs, and specific grape varieties to enrich the taste profile and enhance palatability. The Craft Wine Market is expanding because of factors such as shifting consumer preference towards premiumization, rise in Wine consumption and rising development of distribution channels and e-commerce.

As per the projections from the International Wines and Spirits Record (IWSR), the consumption of wine is expected to reach a value of USD 2.3 billion, accounting for a total volume of 9-liter cases by 2022. This growth is attributed to its adaptable nature and widespread appeal due to its high palatability. Moreover, Statista predicts that by 2027, 51% of consumer spending and 26% of volume consumption in the wine segment would be linked to out-of-home settings such as hotels and restaurants. Given the present market dynamics, consumers are increasingly gravitating towards craft wine due to its exceptional quality, diverse flavors, and associated advantages, thereby propelling the growth of the Global Craft Wine Market. In addition, rising wine tourism, innovation and experimentation in winemaking are creating new opportunities for market growth. However, the high cost of Craft Wine stifles market growth throughout the

forecast period of 2023-2030.

The key regions considered for the Global Craft Wine Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the market in 2022. Europe, being a traditional hub for wine production, stands out as a significant market with substantial potential in the wine category. The beverage enjoys widespread popularity in the region, particularly in countries such as Germany, Italy, France, and Spain, which are major contributors to the wine production landscape. The consumption of wine during various celebratory occasions, coupled with its cultural significance, emerges as a primary driver for market growth in the region. Additionally, the rising trend among consumers, the younger generations such as Gen Z and millennials, to opt for creative and premium craft beverages is expected to further propel the growth of the market in Europe. North America is expected to grow significantly over the forecast period. The increased consumer demand for craft alcoholic beverages, including beer and wine, has led to a surge in consumption. Countries such as the U.S. and Canada, with their abundance of craft brewers and boutique wine shops, have experienced a rise in the popularity of these products among consumers.

Major market player included in this report are:

A Blooming Hill Vineyard & Winery

Chateau Niagara Winery

ALDI Inc.

House of Saka

Koi Zen Cellars Inc

LGI Wines

Auscraft Wine

CRFT Wines

Clover Hill Wines

## Scotch Church Road Vineyard

### Recent Developments in the Market:

In February 15, 2022, Queen Elizabeth revealed a distinctive sparkling wine. This recently introduced wine is created from a blend of Chardonnay, Pinot Noir, and Pinot Meunier varietals.

In May 16, 2022, Vintners.co, headquartered in Brooklyn, NY, has introduced a specialized online platform for the craft wine industry, fostering connections between artisanal wine producers and importers. The company is strategically positioned to expand this platform extensively, offering a wide range of services such as marketing, logistics, sales, and financial support for various stakeholders within the industry.

### Global Craft 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 – Type, Flavor, 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 Type:

Sparkling Wine

Still Wine

Others

By Flavor:

Red Wine

Rose Wine

White Wine

By Distribution Channel:

On-trade

Off-Trade

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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