

Global Wine Subscription Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Wine Subscription Service market size is expected to reach \$ 14108 million by 2032, rising at a market growth of 8.9% CAGR during the forecast period (2026-2032).

Wine subscription services are recurring delivery platforms that curate and distribute wine selections to consumers on a regular basis, often tailored to individual taste preferences, consumption habits, and lifestyle profiles. These services typically combine wine sourcing, logistics, digital personalization, and content engagement to enhance customer retention. The industry generally maintains a gross margin range of 25%-45%, supported by direct-to-consumer sales models, private label sourcing, subscription predictability, and brand-driven customer loyalty. The ecosystem includes upstream wineries and distributors, midstream subscription platforms responsible for curation, marketing, fulfillment, and compliance, and downstream consumers spanning casual drinkers, enthusiasts, and premium wine collectors.

In 2025, the wine subscription service market continues to expand as consumers increasingly favor curated, convenient, and personalized alcohol purchasing experiences. Growth is driven by direct-to-consumer adoption, lifestyle subscription trends, and rising interest in wine education and discovery. Competition is shifting from simple wine delivery toward differentiated curation quality, personalization algorithms, brand storytelling, and customer engagement. Platforms that effectively manage supply chain complexity, regulatory compliance, and long-term subscriber retention are better positioned to achieve sustainable growth.

This report studies the global Wine Subscription Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Wine Subscription Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Wine Subscription Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Wine Subscription Service total market, 2021-2032, (USD Million)

Global Wine Subscription Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Wine Subscription Service total market, key domestic companies, and share, (USD Million)

Global Wine Subscription Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Wine Subscription Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Wine Subscription Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Wine Subscription Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Naked Wines, Laithwaites, WSJwine, Finer Wines, Firstleaf, Cooper's Hawk Winery & Restaurants, Messina Hof Winery, Splash Wines, Sokol Blosser Winery, Vivino, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Wine Subscription Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Wine Subscription Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Wine Subscription Service Market, Segmentation by Type:

Monthly

Quarterly

Bi-Annual

Annual

Global Wine Subscription Service Market, Segmentation by Wine Category:

Red Wine

White Wine

Sparkling Wine

Mixed Selection

Global Wine Subscription Service Market, Segmentation by Price Tier:

Entry-Level

Mid-Range

Premium

Luxury / Collector

Global Wine Subscription Service Market, Segmentation by Application:

Personal

Business

Companies Profiled:

Naked Wines

Laithwaites

WSJwine

FI?neur Wines

Firstleaf

Cooper?s Hawk Winery & Restaurants

Messina Hof Winery

Splash Wines

Sokol Blosser Winery

Vivino

Wine.com

Winc

Bright Cellars

Vinomofu

Flaviar

Total Wine (Subscription Programs)

Key Questions Answered

1. How big is the global Wine Subscription Service market?
2. What is the demand of the global Wine Subscription Service market?
3. What is the year over year growth of the global Wine Subscription Service market?
4. What is the total value of the global Wine Subscription Service market?
5. Who are the Major Players in the global Wine Subscription Service market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Wine Subscription Service Introduction
- 1.2 World Wine Subscription Service Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Wine Subscription Service Total Market by Region (by Headquarter Location)
 - 1.3.1 World Wine Subscription Service Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Wine Subscription Service Revenue (2021-2032)
 - 1.3.3 China Based Company Wine Subscription Service Revenue (2021-2032)
 - 1.3.4 Europe Based Company Wine Subscription Service Revenue (2021-2032)
 - 1.3.5 Japan Based Company Wine Subscription Service Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Wine Subscription Service Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Wine Subscription Service Revenue (2021-2032)
 - 1.3.8 India Based Company Wine Subscription Service Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Wine Subscription Service Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Wine Subscription Service Consumption Value (2021-2032)
- 2.2 World Wine Subscription Service Consumption Value by Region
 - 2.2.1 World Wine Subscription Service Consumption Value by Region (2021-2026)
 - 2.2.2 World Wine Subscription Service Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Wine Subscription Service Consumption Value (2021-2032)
- 2.4 China Wine Subscription Service Consumption Value (2021-2032)
- 2.5 Europe Wine Subscription Service Consumption Value (2021-2032)
- 2.6 Japan Wine Subscription Service Consumption Value (2021-2032)
- 2.7 South Korea Wine Subscription Service Consumption Value (2021-2032)
- 2.8 ASEAN Wine Subscription Service Consumption Value (2021-2032)
- 2.9 India Wine Subscription Service Consumption Value (2021-2032)

3 WORLD WINE SUBSCRIPTION SERVICE COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Wine Subscription Service Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Wine Subscription Service Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Wine Subscription Service in 2025

3.2.3 Global Concentration Ratios (CR8) for Wine Subscription Service in 2025

3.3 Wine Subscription Service Company Evaluation Quadrant

3.4 Wine Subscription Service Market: Overall Company Footprint Analysis

3.4.1 Wine Subscription Service Market: Region Footprint

3.4.2 Wine Subscription Service Market: Company Product Type Footprint

3.4.3 Wine Subscription Service Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Wine Subscription Service Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Wine Subscription Service Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Wine Subscription Service Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Wine Subscription Service Consumption Value Comparison

4.2.1 United States VS China: Wine Subscription Service Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Wine Subscription Service Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Wine Subscription Service Companies and Market Share, 2021-2026

4.3.1 United States Based Wine Subscription Service Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Wine Subscription Service Revenue, (2021-2026)

4.4 China Based Companies Wine Subscription Service Revenue and Market Share, 2021-2026

4.4.1 China Based Wine Subscription Service Companies, Company Headquarters

(Province, Country)

4.4.2 China Based Companies Wine Subscription Service Revenue, (2021-2026)

4.5 Rest of World Based Wine Subscription Service Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Wine Subscription Service Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Wine Subscription Service Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Wine Subscription Service Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Monthly

5.2.2 Quarterly

5.2.3 Bi-Annual

5.2.4 Annual

5.3 Market Segment by Type

5.3.1 World Wine Subscription Service Market Size by Type (2021-2026)

5.3.2 World Wine Subscription Service Market Size by Type (2027-2032)

5.3.3 World Wine Subscription Service Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY WINE CATEGORY

6.1 World Wine Subscription Service Market Size Overview by Wine Category: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Wine Category

6.2.1 Red Wine

6.2.2 White Wine

6.2.3 Sparkling Wine

6.2.4 Mixed Selection

6.3 Market Segment by Wine Category

6.3.1 World Wine Subscription Service Market Size by Wine Category (2021-2026)

6.3.2 World Wine Subscription Service Market Size by Wine Category (2027-2032)

6.3.3 World Wine Subscription Service Market Size Market Share by Wine Category (2027-2032)

7 MARKET ANALYSIS BY PRICE TIER

7.1 World Wine Subscription Service Market Size Overview by Price Tier: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Price Tier

7.2.1 Entry-Level

7.2.2 Mid-Range

7.2.3 Premium

7.2.4 Luxury / Collector

7.3 Market Segment by Price Tier

7.3.1 World Wine Subscription Service Market Size by Price Tier (2021-2026)

7.3.2 World Wine Subscription Service Market Size by Price Tier (2027-2032)

7.3.3 World Wine Subscription Service Market Size Market Share by Price Tier (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Wine Subscription Service Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Personal

8.2.2 Business

8.3 Market Segment by Application

8.3.1 World Wine Subscription Service Market Size by Application (2021-2026)

8.3.2 World Wine Subscription Service Market Size by Application (2027-2032)

8.3.3 World Wine Subscription Service Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Naked Wines

9.1.1 Naked Wines Details

9.1.2 Naked Wines Major Business

9.1.3 Naked Wines Wine Subscription Service Product and Services

9.1.4 Naked Wines Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Naked Wines Recent Developments/Updates

9.1.6 Naked Wines Competitive Strengths & Weaknesses

9.2 Laithwaites

- 9.2.1 Laithwaites Details
- 9.2.2 Laithwaites Major Business
- 9.2.3 Laithwaites Wine Subscription Service Product and Services
- 9.2.4 Laithwaites Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
- 9.2.5 Laithwaites Recent Developments/Updates
- 9.2.6 Laithwaites Competitive Strengths & Weaknesses
- 9.3 WSJwine
 - 9.3.1 WSJwine Details
 - 9.3.2 WSJwine Major Business
 - 9.3.3 WSJwine Wine Subscription Service Product and Services
 - 9.3.4 WSJwine Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.3.5 WSJwine Recent Developments/Updates
 - 9.3.6 WSJwine Competitive Strengths & Weaknesses
- 9.4 FI?neur Wines
 - 9.4.1 FI?neur Wines Details
 - 9.4.2 FI?neur Wines Major Business
 - 9.4.3 FI?neur Wines Wine Subscription Service Product and Services
 - 9.4.4 FI?neur Wines Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.4.5 FI?neur Wines Recent Developments/Updates
 - 9.4.6 FI?neur Wines Competitive Strengths & Weaknesses
- 9.5 Firstleaf
 - 9.5.1 Firstleaf Details
 - 9.5.2 Firstleaf Major Business
 - 9.5.3 Firstleaf Wine Subscription Service Product and Services
 - 9.5.4 Firstleaf Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Firstleaf Recent Developments/Updates
 - 9.5.6 Firstleaf Competitive Strengths & Weaknesses
- 9.6 Cooper?s Hawk Winery & Restaurants
 - 9.6.1 Cooper?s Hawk Winery & Restaurants Details
 - 9.6.2 Cooper?s Hawk Winery & Restaurants Major Business
 - 9.6.3 Cooper?s Hawk Winery & Restaurants Wine Subscription Service Product and Services
 - 9.6.4 Cooper?s Hawk Winery & Restaurants Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Cooper?s Hawk Winery & Restaurants Recent Developments/Updates

- 9.6.6 Cooper's Hawk Winery & Restaurants Competitive Strengths & Weaknesses
- 9.7 Messina Hof Winery
 - 9.7.1 Messina Hof Winery Details
 - 9.7.2 Messina Hof Winery Major Business
 - 9.7.3 Messina Hof Winery Wine Subscription Service Product and Services
 - 9.7.4 Messina Hof Winery Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Messina Hof Winery Recent Developments/Updates
 - 9.7.6 Messina Hof Winery Competitive Strengths & Weaknesses
- 9.8 Splash Wines
 - 9.8.1 Splash Wines Details
 - 9.8.2 Splash Wines Major Business
 - 9.8.3 Splash Wines Wine Subscription Service Product and Services
 - 9.8.4 Splash Wines Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Splash Wines Recent Developments/Updates
 - 9.8.6 Splash Wines Competitive Strengths & Weaknesses
- 9.9 Sokol Blosser Winery
 - 9.9.1 Sokol Blosser Winery Details
 - 9.9.2 Sokol Blosser Winery Major Business
 - 9.9.3 Sokol Blosser Winery Wine Subscription Service Product and Services
 - 9.9.4 Sokol Blosser Winery Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Sokol Blosser Winery Recent Developments/Updates
 - 9.9.6 Sokol Blosser Winery Competitive Strengths & Weaknesses
- 9.10 Vivino
 - 9.10.1 Vivino Details
 - 9.10.2 Vivino Major Business
 - 9.10.3 Vivino Wine Subscription Service Product and Services
 - 9.10.4 Vivino Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Vivino Recent Developments/Updates
 - 9.10.6 Vivino Competitive Strengths & Weaknesses
- 9.11 Wine.com
 - 9.11.1 Wine.com Details
 - 9.11.2 Wine.com Major Business
 - 9.11.3 Wine.com Wine Subscription Service Product and Services
 - 9.11.4 Wine.com Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)

- 9.11.5 Wine.com Recent Developments/Updates
- 9.11.6 Wine.com Competitive Strengths & Weaknesses
- 9.12 Winc
 - 9.12.1 Winc Details
 - 9.12.2 Winc Major Business
 - 9.12.3 Winc Wine Subscription Service Product and Services
 - 9.12.4 Winc Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Winc Recent Developments/Updates
 - 9.12.6 Winc Competitive Strengths & Weaknesses
- 9.13 Bright Cellars
 - 9.13.1 Bright Cellars Details
 - 9.13.2 Bright Cellars Major Business
 - 9.13.3 Bright Cellars Wine Subscription Service Product and Services
 - 9.13.4 Bright Cellars Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Bright Cellars Recent Developments/Updates
 - 9.13.6 Bright Cellars Competitive Strengths & Weaknesses
- 9.14 Vinomofo
 - 9.14.1 Vinomofo Details
 - 9.14.2 Vinomofo Major Business
 - 9.14.3 Vinomofo Wine Subscription Service Product and Services
 - 9.14.4 Vinomofo Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Vinomofo Recent Developments/Updates
 - 9.14.6 Vinomofo Competitive Strengths & Weaknesses
- 9.15 Flaviar
 - 9.15.1 Flaviar Details
 - 9.15.2 Flaviar Major Business
 - 9.15.3 Flaviar Wine Subscription Service Product and Services
 - 9.15.4 Flaviar Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Flaviar Recent Developments/Updates
 - 9.15.6 Flaviar Competitive Strengths & Weaknesses
- 9.16 Total Wine (Subscription Programs)
 - 9.16.1 Total Wine (Subscription Programs) Details
 - 9.16.2 Total Wine (Subscription Programs) Major Business
 - 9.16.3 Total Wine (Subscription Programs) Wine Subscription Service Product and Services

9.16.4 Total Wine (Subscription Programs) Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Total Wine (Subscription Programs) Recent Developments/Updates

9.16.6 Total Wine (Subscription Programs) Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Wine Subscription Service Industry Chain

10.2 Wine Subscription Service Upstream Analysis

10.3 Wine Subscription Service Midstream Analysis

10.4 Wine Subscription Service Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Wine Subscription Service Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Wine Subscription Service Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Wine Subscription Service Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Wine Subscription Service Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Wine Subscription Service Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Wine Subscription Service Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Wine Subscription Service Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Wine Subscription Service Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Wine Subscription Service Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Wine Subscription Service Players in 2025

Table 12. World Wine Subscription Service Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Wine Subscription Service Company Evaluation Quadrant

Table 14. Head Office of Key Wine Subscription Service Players

Table 15. Wine Subscription Service Market: Company Product Type Footprint

Table 16. Wine Subscription Service Market: Company Product Application Footprint

Table 17. Wine Subscription Service Mergers & Acquisitions Activity

Table 18. United States VS China Wine Subscription Service Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Wine Subscription Service Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Wine Subscription Service Companies, Headquarters (States, Country)

Table 21. United States Based Companies Wine Subscription Service Revenue, (2021-2026) & (USD Million)

- Table 22. United States Based Companies Wine Subscription Service Revenue Market Share (2021-2026)
- Table 23. China Based Wine Subscription Service Companies, Headquarters (Province, Country)
- Table 24. China Based Companies Wine Subscription Service Revenue, (2021-2026) & (USD Million)
- Table 25. China Based Companies Wine Subscription Service Revenue Market Share (2021-2026)
- Table 26. Rest of World Based Wine Subscription Service Companies, Headquarters (Province, Country)
- Table 27. Rest of World Based Companies Wine Subscription Service Revenue (2021-2026) & (USD Million)
- Table 28. Rest of World Based Companies Wine Subscription Service Revenue Market Share (2021-2026)
- Table 29. World Wine Subscription Service Market Size by Type, (USD Million), 2021 & 2025 & 2032
- Table 30. World Wine Subscription Service Market Size Value by Type (2021-2026) & (USD Million)
- Table 31. World Wine Subscription Service Market Size by Type (2027-2032) & (USD Million)
- Table 32. World Wine Subscription Service Market Size by Wine Category, (USD Million), 2021 & 2025 & 2032
- Table 33. World Wine Subscription Service Market Size Value by Wine Category (2021-2026) & (USD Million)
- Table 34. World Wine Subscription Service Market Size by Wine Category (2027-2032) & (USD Million)
- Table 35. World Wine Subscription Service Market Size by Price Tier, (USD Million), 2021 & 2025 & 2032
- Table 36. World Wine Subscription Service Market Size Value by Price Tier (2021-2026) & (USD Million)
- Table 37. World Wine Subscription Service Market Size by Price Tier (2027-2032) & (USD Million)
- Table 38. World Wine Subscription Service Market Size by Application, (USD Million), 2021 & 2025 & 2032
- Table 39. World Wine Subscription Service Market Size by Application (2021-2026) & (USD Million)
- Table 40. World Wine Subscription Service Market Size by Application (2027-2032) & (USD Million)
- Table 41. Naked Wines Basic Information, Manufacturing Base and Competitors

- Table 42. Naked Wines Major Business
- Table 43. Naked Wines Wine Subscription Service Product and Services
- Table 44. Naked Wines Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 45. Naked Wines Recent Developments/Updates
- Table 46. Naked Wines Competitive Strengths & Weaknesses
- Table 47. Laithwaites Basic Information, Manufacturing Base and Competitors
- Table 48. Laithwaites Major Business
- Table 49. Laithwaites Wine Subscription Service Product and Services
- Table 50. Laithwaites Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. Laithwaites Recent Developments/Updates
- Table 52. Laithwaites Competitive Strengths & Weaknesses
- Table 53. WSJwine Basic Information, Manufacturing Base and Competitors
- Table 54. WSJwine Major Business
- Table 55. WSJwine Wine Subscription Service Product and Services
- Table 56. WSJwine Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. WSJwine Recent Developments/Updates
- Table 58. WSJwine Competitive Strengths & Weaknesses
- Table 59. FI?neur Wines Basic Information, Manufacturing Base and Competitors
- Table 60. FI?neur Wines Major Business
- Table 61. FI?neur Wines Wine Subscription Service Product and Services
- Table 62. FI?neur Wines Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. FI?neur Wines Recent Developments/Updates
- Table 64. FI?neur Wines Competitive Strengths & Weaknesses
- Table 65. Firstleaf Basic Information, Manufacturing Base and Competitors
- Table 66. Firstleaf Major Business
- Table 67. Firstleaf Wine Subscription Service Product and Services
- Table 68. Firstleaf Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Firstleaf Recent Developments/Updates
- Table 70. Firstleaf Competitive Strengths & Weaknesses
- Table 71. Cooper?s Hawk Winery & Restaurants Basic Information, Manufacturing Base and Competitors
- Table 72. Cooper?s Hawk Winery & Restaurants Major Business
- Table 73. Cooper?s Hawk Winery & Restaurants Wine Subscription Service Product and Services

- Table 74. Cooper's Hawk Winery & Restaurants Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 75. Cooper's Hawk Winery & Restaurants Recent Developments/Updates
- Table 76. Cooper's Hawk Winery & Restaurants Competitive Strengths & Weaknesses
- Table 77. Messina Hof Winery Basic Information, Manufacturing Base and Competitors
- Table 78. Messina Hof Winery Major Business
- Table 79. Messina Hof Winery Wine Subscription Service Product and Services
- Table 80. Messina Hof Winery Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Messina Hof Winery Recent Developments/Updates
- Table 82. Messina Hof Winery Competitive Strengths & Weaknesses
- Table 83. Splash Wines Basic Information, Manufacturing Base and Competitors
- Table 84. Splash Wines Major Business
- Table 85. Splash Wines Wine Subscription Service Product and Services
- Table 86. Splash Wines Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. Splash Wines Recent Developments/Updates
- Table 88. Splash Wines Competitive Strengths & Weaknesses
- Table 89. Sokol Blosser Winery Basic Information, Manufacturing Base and Competitors
- Table 90. Sokol Blosser Winery Major Business
- Table 91. Sokol Blosser Winery Wine Subscription Service Product and Services
- Table 92. Sokol Blosser Winery Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Sokol Blosser Winery Recent Developments/Updates
- Table 94. Sokol Blosser Winery Competitive Strengths & Weaknesses
- Table 95. Vivino Basic Information, Manufacturing Base and Competitors
- Table 96. Vivino Major Business
- Table 97. Vivino Wine Subscription Service Product and Services
- Table 98. Vivino Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. Vivino Recent Developments/Updates
- Table 100. Vivino Competitive Strengths & Weaknesses
- Table 101. Wine.com Basic Information, Manufacturing Base and Competitors
- Table 102. Wine.com Major Business
- Table 103. Wine.com Wine Subscription Service Product and Services
- Table 104. Wine.com Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Wine.com Recent Developments/Updates

- Table 106. Wine.com Competitive Strengths & Weaknesses
- Table 107. Winc Basic Information, Manufacturing Base and Competitors
- Table 108. Winc Major Business
- Table 109. Winc Wine Subscription Service Product and Services
- Table 110. Winc Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. Winc Recent Developments/Updates
- Table 112. Winc Competitive Strengths & Weaknesses
- Table 113. Bright Cellars Basic Information, Manufacturing Base and Competitors
- Table 114. Bright Cellars Major Business
- Table 115. Bright Cellars Wine Subscription Service Product and Services
- Table 116. Bright Cellars Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Bright Cellars Recent Developments/Updates
- Table 118. Bright Cellars Competitive Strengths & Weaknesses
- Table 119. Vinomofo Basic Information, Manufacturing Base and Competitors
- Table 120. Vinomofo Major Business
- Table 121. Vinomofo Wine Subscription Service Product and Services
- Table 122. Vinomofo Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. Vinomofo Recent Developments/Updates
- Table 124. Vinomofo Competitive Strengths & Weaknesses
- Table 125. Flaviar Basic Information, Manufacturing Base and Competitors
- Table 126. Flaviar Major Business
- Table 127. Flaviar Wine Subscription Service Product and Services
- Table 128. Flaviar Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. Flaviar Recent Developments/Updates
- Table 130. Flaviar Competitive Strengths & Weaknesses
- Table 131. Total Wine (Subscription Programs) Basic Information, Manufacturing Base and Competitors
- Table 132. Total Wine (Subscription Programs) Major Business
- Table 133. Total Wine (Subscription Programs) Wine Subscription Service Product and Services
- Table 134. Total Wine (Subscription Programs) Wine Subscription Service Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. Total Wine (Subscription Programs) Recent Developments/Updates
- Table 136. Total Wine (Subscription Programs) Competitive Strengths & Weaknesses
- Table 137. Global Key Players of Wine Subscription Service Upstream (Raw Materials)

Table 138. Global Wine Subscription Service Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Wine Subscription Service Picture

Figure 2. World Wine Subscription Service Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Wine Subscription Service Total Revenue (2021-2032) & (USD Million)

Figure 4. World Wine Subscription Service Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Wine Subscription Service Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Wine Subscription Service Revenue (2021-2032) & (USD Million)

Figure 13. Wine Subscription Service Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 16. World Wine Subscription Service Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 18. China Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 23. India Wine Subscription Service Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Wine Subscription Service by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Wine Subscription Service Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Wine Subscription Service Markets in 2025

Figure 27. United States VS China: Wine Subscription Service Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Wine Subscription Service Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Wine Subscription Service Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Wine Subscription Service Market Size Market Share by Type in 2025

Figure 31. Monthly

Figure 32. Quarterly

Figure 33. Bi-Annual

Figure 34. Annual

Figure 35. World Wine Subscription Service Market Size Market Share by Type (2021-2032)

Figure 36. World Wine Subscription Service Market Size by Wine Category, (USD Million), 2021 & 2025 & 2032

Figure 37. World Wine Subscription Service Market Size Market Share by Wine Category in 2025

Figure 38. Red Wine

Figure 39. White Wine

Figure 40. Sparkling Wine

Figure 41. Mixed Selection

Figure 42. World Wine Subscription Service Market Size Market Share by Wine Category (2021-2032)

Figure 43. World Wine Subscription Service Market Size by Price Tier, (USD Million), 2021 & 2025 & 2032

Figure 44. World Wine Subscription Service Market Size Market Share by Price Tier in

2025

Figure 45. Entry-Level

Figure 46. Mid-Range

Figure 47. Premium

Figure 48. Luxury / Collector

Figure 49. World Wine Subscription Service Market Size Market Share by Price Tier (2021-2032)

Figure 50. World Wine Subscription Service Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 51. World Wine Subscription Service Market Size Market Share by Application in 2025

Figure 52. Personal

Figure 53. Business

Figure 54. World Wine Subscription Service Market Size Market Share by Application (2021-2032)

Figure 55. Wine Subscription Service Industrial Chain

Figure 56. Methodology

Figure 57. Research Process and Data Source

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