

Canned Wine Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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Abstracts

The Global Canned Wine Market was valued at USD 1.4 billion in 2024 and is set for a strong expansion, projected to grow at an impressive CAGR of 12.8% from 2025 to 2034. The market's rapid growth is fueled by shifting consumer preferences toward convenient and portable beverage solutions. Canned wine has become a go-to choice for modern consumers who seek practicality without compromising quality. Its lightweight, shatterproof design provides a superior alternative to traditional glass bottles, making it perfect for travel, picnics, concerts, and outdoor gatherings. As lifestyles continue to evolve, the appeal of canned wine extends beyond just convenience—its sustainability, portion control, and affordability contribute to its widespread adoption. The increasing demand for single-serve options aligns with the growing trend of mindful drinking, where consumers seek controlled consumption while enjoying premium-quality wines. The rise of digital marketing, direct-to-consumer sales, and innovative packaging designs further strengthen the market's appeal, driving brand engagement and customer loyalty.

In 2024, the sparkling wine segment accounted for USD 598.9 million and is expected to expand at a CAGR of 12.6% over the forecast period. Sparkling wines, traditionally linked with celebrations, are now becoming a staple for casual drinking occasions. This shift highlights a broader trend of consumers embracing small moments of indulgence in daily life. The convenience of canned sparkling wine allows consumers to enjoy high-quality bubbly without the need for a corkscrew or the risk of spoilage. As younger demographics gravitate toward easy-to-carry, ready-to-drink options, brands continue to innovate with flavor-infused varieties, catering to a more diverse range of palates.

The low-alcohol wine segment reached USD 566.3 million in 2024 and is poised for substantial growth, projected to rise at a CAGR of 12.5% between 2025 and 2034. The

surge in demand for low-alcohol wines reflects a growing health-conscious mindset among consumers. Wellness-focused individuals are seeking balanced lifestyle choices that allow them to enjoy social drinking while minimizing the adverse effects of alcohol. Low-alcohol canned wines provide a guilt-free indulgence, delivering the rich flavors of traditional wines with reduced alcohol content. This trend aligns with the rise of sober-curious movements, where consumers are looking for mindful ways to engage in social drinking without overconsumption. Beverage companies are capitalizing on this shift by offering organic, low-sugar, and naturally fermented options to cater to evolving consumer expectations.

The U.S. canned wine market generated USD 447.6 million in 2024 and is forecast to grow at a remarkable CAGR of 13.4% through 2034. The rising preference for on-the-go beverage solutions, particularly among Millennials and Gen Z, has significantly contributed to this surge. These younger demographics are drawn to the portability, eco-friendly packaging, and versatility of canned wine, making it a staple for social gatherings, outdoor adventures, and casual celebrations. Additionally, sustainable and recyclable aluminum packaging aligns with increasing environmental awareness, positioning canned wine as a responsible and modern choice. As e-commerce continues to reshape consumer purchasing habits, direct-to-consumer sales channels are further propelling market growth.

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