

# Wine and Grape Must Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Wine And Grape Must Market was valued at USD 550.5 billion in 2024 and is estimated to grow at a CAGR of 5.8% to reach USD 960.4 billion by 2034. Strong global demand for high-quality and artisanal wine continues to drive market expansion, as more consumers gravitate toward premium, sustainably produced beverages. Evolving viticulture techniques and improved climate adaptability have enhanced both yield and grape quality, supporting consistent growth in this space. Consumers are showing stronger preferences for organic, biodynamic, and locally crafted options, driven by an increasing shift toward health-aware and environmentally responsible lifestyles.

The rising influence of online retail and direct-to-consumer distribution channels has made premium wine and grape must more accessible than ever, further accelerating growth across global markets. In addition, innovative packaging formats such as cans and recyclable bottles are appealing to sustainability-minded buyers, enhancing convenience while reducing environmental impact. Authenticity, clean-label trends, and regional character are now major selling points, as buyers seek genuine experiences with every sip. This direct consumption trend is reshaping how brands connect with end-users, offering a more personalized and transparent engagement. The market's transformation is being led by consumer expectations for premium quality, traceability, and sustainability across all touchpoints.

In 2024, the still wine segment generated USD 162.6 billion, claiming a 29.5% share. This segment continues to thrive as demand rises for regionally distinct, organic, and sustainable selections with compelling backstories. Sparkling wine is also gaining popularity, especially in developing regions, where it is seen as a symbol of luxury and

celebration, aligning with aspirational consumer trends. Fortified wine remains a niche favorite among enthusiasts, supported by renewed interest in heritage varieties and high-end options connected to craft cocktail culture and fine dining.

The direct consumption segment represented a 31.5% share in 2024 and projected to grow at a CAGR of 5.2% through 2034. This mode of consumption is experiencing increased traction as more consumers favor wines and grape must that are fresh, naturally produced, and minimally processed. There is a notable surge in demand for wine and grape must in broader food and beverage applications, where their unique taste profiles and natural health-enhancing qualities leveraged in culinary and functional products. As consumers become more aware of what goes into their food and drinks, naturally fermented and clean-label offerings are becoming more attractive across categories.

Europe Wine and Grape Must Market held a 34.3% share in 2024. The region remains a global leader due to its long-established reputation for quality and its commitment to producing wines with geographic identity and organic certification. Climate-driven viticultural practices and regional storytelling further enhance the appeal of European wines. In North America, sustainability and small-batch innovation are key drivers, while demand for grapes is growing, especially in wellness-oriented product lines. Elsewhere, markets in Southeast Asia, South America, and China are rapidly expanding, combining age-old traditions with innovative technology to grow both production and consumption. Regional diversity is becoming a hallmark of the industry's global growth.

Key players shaping the competitive dynamics of the Global Wine and Grape Must Industry include Treasury Wine Estates, The Wine Group, E. & J. Gallo Winery, Constellation Brands, Inc., and Pernod Ricard. Companies within the wine and grape sector are increasingly investing in sustainable production practices, premium product development, and direct consumer relationships. Emphasis is placed on traceability and authenticity to cater to a discerning audience that values origin, organic certification, and natural methods. Brands are leveraging digital platforms and e-commerce to create personalized experiences, making it easier for consumers to access exclusive products. Strategic expansion into emerging markets allows companies to tap into new customer bases, while continuous innovation in packaging supports environmental goals. Many are also enhancing storytelling around regional heritage and winemaking traditions to build stronger emotional connections with their audiences.

## **Companies Mentioned**

E. & J. Gallo Winery, Constellation Brands, Inc., Treasury Wine Estates, Pernod Ricard, The Wine Group, Castel Group, Accolade Wines, Caviro Group, Freixenet Group, Changyu Pioneer Wine Company, Great Wall Wine Company, Dynasty Fine Wines Group, Suntory Holdings, Sapporo Holdings

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