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Europe Organic Wine Market Size, Share & Trends Analysis Report By Type (Red Wine, White Wine), By Distribution Channel (On-Trade, Off-Trade), By Packaging (Bottles, Cans), By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 5 Business Days

Europe Organic Wine Market Size & Trends

The Europe organic wine market size was estimated at USD 9.20 billion in 2024 and is expected to grow at a CAGR of 10.6% from 2025 to 2030. This growth is attributable to consumer health consciousness and environmental awareness. European consumers increasingly seek products that align with wellness goals, leading to a shift from conventional to organic wines, which are produced without synthetic fertilizers or pesticides and are perceived as healthier. This trend is particularly notable in countries with high levels of environmental activism and established organic food markets, such as Germany and France. For instance, European organic wine consumption has doubled over the past five years, reflecting this growing preference.

Another key driver is the influence of younger consumers, especially Millennials, who prioritize sustainability and quality in their purchasing decisions. Millennials are motivated by a “less but better” approach and view organic wines as premium products that align with their values, fueling demand even as overall wine consumption declines in some traditional markets. This generational shift is evident in the increasing market share of organic wines in countries like the UK, where retailers are expanding their organic selections to meet this demand. For instance, data from IWSR shows that Millennials in Europe associate organic wines with higher quality and sustainability.

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Europe’s dominance in organic wine production also supports market growth, with countries like Spain, Italy, and France accounting for 75% of the world’s certified organic vineyard area. Favorable climates, established wine cultures, and government support for organic agriculture have enabled the rapid conversion of vineyards to organic practices, ensuring a stable and growing supply of organic wines. This supply-side strength allows producers to innovate and compete with traditional wines in terms of taste and quality, as seen with brands launching new organic varietals to capture consumer interest.

Furthermore, the market benefits from expanding opportunities in both mature and emerging regions. While Southern Europe remains a production hub, Northern and Eastern European countries are seeing rising consumption due to openness to imported organic wines and increasing wine awareness. For instance, despite limited domestic production, the Netherlands and Austria are experiencing significant growth in organic wine imports and sales. This broadening of the consumer base, coupled with ongoing innovation and sustainability trends, is expected to sustain Europe organic wine industry expansion through 2030.

Europe Organic Wine Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Europe organic wine market report based on type, packaging, distribution channel, and country:

Type Outlook (Revenue, USD Million, 2018 - 2030)

Red Organic Wine

White Organic Wine

Packaging Outlook (Revenue, USD Million, 2018 - 2030)

Bottles

Cans

Others

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Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

On Trade

Off Trade

Country Outlook (Revenue, USD Million, 2018 - 2030)

Germany

France

UK

Italy

Spain

Companies Mentioned

M. Chapoutier
Miguel Torres S.A
Frescobaldi
Boisset Collection
G?rard Bertrand
Societa Agricola Querciabella SpA
Cave de Tain
Cantinetta Antinori
Les Domaines Paul Mas
Stellar Organics

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