

# Middle East Wine Market Size, Share & Trends Analysis Report By Product (Table Wine, Dessert Wine, Sparkling Wine), By Distribution Channel (On-Trade, Off-Trade), By Country, and Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/M6D9EC38B87DEN.html>

Date: November 2025

Pages: 110

Price: US\$ 3,950.00 (Single User License)

ID: M6D9EC38B87DEN

## Abstracts

The Middle East wine market size was estimated at USD 13.91 billion in 2024 and is projected to reach USD 27.90 billion by 2033, growing at a CAGR of 8.3% from 2025 to 2033. The market growth is attributed to the rising influx of international tourists, the expansion of luxury hotels and fine dining establishments, and the growing acceptance of premium alcoholic beverages in relatively liberal markets such as the UAE, Israel, and Lebanon.

In addition, increasing consumer inclination toward high-quality imported and locally produced wines, the emergence of boutique wineries, and the widening availability of diverse wine varieties across retail and on-trade channels are collectively driving the steady growth of the regional market. The Middle East wine industry is witnessing a notable transformation driven by evolving consumer preferences, liberalization trends, and the expanding tourism and hospitality industries. Countries such as the UAE, Israel, and Lebanon are leading this shift, with rising demand for premium and imported wines, as consumers increasingly associate wine consumption with sophistication and lifestyle experiences. The growing influence of Western dining culture, coupled with the proliferation of fine dining restaurants, luxury hotels, and wine bars, has also elevated wine visibility across the region. Besides, boutique and artisanal wine producers are gaining traction, with consumers showing a preference for organic, sustainable, and locally produced wines that reflect authenticity and craftsmanship.

Market growth is further supported by regulatory and social developments that are

slowly making alcoholic beverages more accessible in certain markets. Expanding distribution through retail stores, duty-free outlets, and e-commerce platforms is enhancing product availability, particularly for premium and imported labels. Rising disposable incomes, rapid urbanization, and a younger population with more cosmopolitan tastes are encouraging experimentation with new wine varieties and brands. Furthermore, strategic marketing by international producers, collaborations with hospitality chains, and the growing importance of tourism and events in countries like the UAE and Israel are strengthening the regional wine consumption landscape.

## Middle East Wine Market Report Segmentation

This report forecasts revenue growth at regional and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the Middle East wine market report on the basis of product, distribution channel, and country:

### Product Outlook (Revenue, USD Million, 2021-2033)

Table Wine

Dessert Wine

Sparkling Wine

### Distribution Channel Outlook (Revenue, USD Million, 2021-2033)

On-Trade

Off-Trade

### Country Outlook (Revenue, USD Million, 2021-2033)

UAE

Israel

Egypt

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