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Global Virtual Wine Tasting Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Virtual Wine Tasting market size is predicted to grow from US$ 449 million in 2025 to US$ 719 million in 2032; it is expected to grow at a CAGR of 7.1% from 2026 to 2032.

To address the limitations of traditional wine tasting events, such as geographical constraints, high participation costs, and limited experience formats, virtual wine tasting events have emerged. Since the maturation of internet technology and real-time interactive platforms in the early 21st century, virtual wine tasting has gradually risen and continuously evolved. It has now developed into an innovative experience model that integrates live streaming tours, multi-directional interaction, digital wine lists, and sensory simulation, and is widely used in winery promotion, brand tasting, industry training, and enthusiast social networking. This significantly expands the accessibility, interactivity, and immersive experience of wine tasting events.

With the popularization of 5G/6G networks and the iteration of AI algorithms, virtual wine tasting will evolve towards a "hyper-realistic experience." For example, using haptic feedback gloves to simulate the texture of the wine, or combining brain-computer interface technology to capture user emotional responses. At the same time, wineries need to balance technological innovation with cost control, avoiding marketing gimmicks that prioritize technology for its own sake. Only by deeply understanding user needs and strengthening ecosystem collaboration can they reconstruct the core value of the wine appreciation economy in the digital age.

LPI (LP Information)' newest research report, the “Virtual Wine Tasting Industry Forecast” looks at past sales and reviews total world Virtual Wine Tasting sales in 2025, providing a comprehensive analysis by region and market sector of projected

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Virtual Wine Tasting sales for 2026 through 2032. With Virtual Wine Tasting sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Virtual Wine Tasting industry.

This Insight Report provides a comprehensive analysis of the global Virtual Wine Tasting landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Virtual Wine Tasting portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Virtual Wine Tasting market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Virtual Wine Tasting and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Virtual Wine Tasting.

This report presents a comprehensive overview, market shares, and growth opportunities of Virtual Wine Tasting market by product type, application, key players and key regions and countries.

Segmentation by Type:

Private Wine Tastings

Public Wine Tastings

Segmentation by Technology:

VR Immersive

Video Conferencing

Segmentation by Interactive Format:

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Real-time Synchronous

Asynchronous Content

Segmentation by Application:

Wine brand marketing

Retail e-commerce

Hospitality and tourism

Private events

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

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- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey
- GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

- In Good Taste
- Priority Wine Pass

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Wine.com

Orange Glou

Far Niente

Chandon

Voluptuarywine

Sommation

Jordan Winery

Bottles Nation

Domaine Carneros

Bouchaine

Stags' Leap

Sterling Vineyards

Duckhorn Vineyards

Gary's

Bluemont Vineyard

Gloria Ferrer

Kacaba Vineyards

Opolo Vineyards

ONX Wines

Lucid Winery

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Morgan Winery

Canvasback Winery

Love Cheese

Hickory Creek

Elevent

Merchant of Wine

Alpha Omega Winery

NetJets

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Virtual Wine Tasting Market Size (2021-2032)
  2.1.2 Virtual Wine Tasting Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Virtual Wine Tasting by Country/Region (2021, 2025 & 2032)
2.2 Virtual Wine Tasting Segment by Type
  2.2.1 Private Virtual Tasting
  2.2.2 Public Virtual Tasting
  2.2.3 Virtual Wine Tasting Market Size by Type
    2.2.3.1 Virtual Wine Tasting Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global Virtual Wine Tasting Market Size Market Share by Type (2021-2026)
2.3 Virtual Wine Tasting Segment by Application
  2.3.1 Personal Activities
  2.3.2 Group Activities
  2.3.3 Virtual Wine Tasting Market Size by Application
    2.3.3.1 Virtual Wine Tasting Market Size CAGR by Application (2021 VS 2025 VS 2032)
    2.3.3.2 Global Virtual Wine Tasting Market Size Market Share by Application (2021-2026)

3 VIRTUAL WINE TASTING MARKET SIZE BY PLAYER

3.1 Virtual Wine Tasting Market Size Market Share by Player
  3.1.1 Global Virtual Wine Tasting Revenue by Player (2021-2026)

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3.1.2 Global Virtual Wine Tasting Revenue Market Share by Player (2021-2026)
3.2 Global Virtual Wine Tasting Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 VIRTUAL WINE TASTING BY REGION

4.1 Virtual Wine Tasting Market Size by Region (2021-2026)
4.2 Global Virtual Wine Tasting Annual Revenue by Country/Region (2021-2026)
4.3 Americas Virtual Wine Tasting Market Size Growth (2021-2026)
4.4 APAC Virtual Wine Tasting Market Size Growth (2021-2026)
4.5 Europe Virtual Wine Tasting Market Size Growth (2021-2026)
4.6 Middle East & Africa Virtual Wine Tasting Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Virtual Wine Tasting Market Size by Country (2021-2026)
5.2 Americas Virtual Wine Tasting Market Size by Type (2021-2026)
5.3 Americas Virtual Wine Tasting Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Virtual Wine Tasting Market Size by Region (2021-2026)
6.2 APAC Virtual Wine Tasting Market Size by Type (2021-2026)
6.3 APAC Virtual Wine Tasting Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

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7 EUROPE

7.1 Europe Virtual Wine Tasting Market Size by Country (2021-2026)
7.2 Europe Virtual Wine Tasting Market Size by Type (2021-2026)
7.3 Europe Virtual Wine Tasting Market Size by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Virtual Wine Tasting by Region (2021-2026)
8.2 Middle East & Africa Virtual Wine Tasting Market Size by Type (2021-2026)
8.3 Middle East & Africa Virtual Wine Tasting Market Size by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 GLOBAL VIRTUAL WINE TASTING MARKET FORECAST

10.1 Global Virtual Wine Tasting Forecast by Region (2027-2032)
  10.1.1 Global Virtual Wine Tasting Forecast by Region (2027-2032)
  10.1.2 Americas Virtual Wine Tasting Forecast
  10.1.3 APAC Virtual Wine Tasting Forecast
  10.1.4 Europe Virtual Wine Tasting Forecast
  10.1.5 Middle East & Africa Virtual Wine Tasting Forecast
10.2 Americas Virtual Wine Tasting Forecast by Country (2027-2032)
  10.2.1 United States Market Virtual Wine Tasting Forecast
  10.2.2 Canada Market Virtual Wine Tasting Forecast

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10.2.3 Mexico Market Virtual Wine Tasting Forecast
10.2.4 Brazil Market Virtual Wine Tasting Forecast
10.3 APAC Virtual Wine Tasting Forecast by Region (2027-2032)
10.3.1 China Virtual Wine Tasting Market Forecast
10.3.2 Japan Market Virtual Wine Tasting Forecast
10.3.3 Korea Market Virtual Wine Tasting Forecast
10.3.4 Southeast Asia Market Virtual Wine Tasting Forecast
10.3.5 India Market Virtual Wine Tasting Forecast
10.3.6 Australia Market Virtual Wine Tasting Forecast
10.4 Europe Virtual Wine Tasting Forecast by Country (2027-2032)
10.4.1 Germany Market Virtual Wine Tasting Forecast
10.4.2 France Market Virtual Wine Tasting Forecast
10.4.3 UK Market Virtual Wine Tasting Forecast
10.4.4 Italy Market Virtual Wine Tasting Forecast
10.4.5 Russia Market Virtual Wine Tasting Forecast
10.5 Middle East & Africa Virtual Wine Tasting Forecast by Region (2027-2032)
10.5.1 Egypt Market Virtual Wine Tasting Forecast
10.5.2 South Africa Market Virtual Wine Tasting Forecast
10.5.3 Israel Market Virtual Wine Tasting Forecast
10.5.4 Turkey Market Virtual Wine Tasting Forecast
10.6 Global Virtual Wine Tasting Forecast by Type (2027-2032)
10.7 Global Virtual Wine Tasting Forecast by Application (2027-2032)
10.7.1 GCC Countries Market Virtual Wine Tasting Forecast

11 KEY PLAYERS ANALYSIS

11.1 In Good Taste
11.1.1 In Good Taste Company Information
11.1.2 In Good Taste Virtual Wine Tasting Product Offered
11.1.3 In Good Taste Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 In Good Taste Main Business Overview
11.1.5 In Good Taste Latest Developments
11.2 Priority Wine Pass
11.2.1 Priority Wine Pass Company Information
11.2.2 Priority Wine Pass Virtual Wine Tasting Product Offered
11.2.3 Priority Wine Pass Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Priority Wine Pass Main Business Overview

+357 96 030922
info@marketpublishers.com

11.2.5 Priority Wine Pass Latest Developments
11.3 Wine.com
11.3.1 Wine.com Company Information
11.3.2 Wine.com Virtual Wine Tasting Product Offered
11.3.3 Wine.com Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Wine.com Main Business Overview
11.3.5 Wine.com Latest Developments
11.4 Orange Glou
11.4.1 Orange Glou Company Information
11.4.2 Orange Glou Virtual Wine Tasting Product Offered
11.4.3 Orange Glou Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Orange Glou Main Business Overview
11.4.5 Orange Glou Latest Developments
11.5 Far Niente
11.5.1 Far Niente Company Information
11.5.2 Far Niente Virtual Wine Tasting Product Offered
11.5.3 Far Niente Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 Far Niente Main Business Overview
11.5.5 Far Niente Latest Developments
11.6 Chandon
11.6.1 Chandon Company Information
11.6.2 Chandon Virtual Wine Tasting Product Offered
11.6.3 Chandon Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 Chandon Main Business Overview
11.6.5 Chandon Latest Developments
11.7 Voluptuarywine
11.7.1 Voluptuarywine Company Information
11.7.2 Voluptuarywine Virtual Wine Tasting Product Offered
11.7.3 Voluptuarywine Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 Voluptuarywine Main Business Overview
11.7.5 Voluptuarywine Latest Developments
11.8 Sommation
11.8.1 Sommation Company Information
11.8.2 Sommation Virtual Wine Tasting Product Offered

+357 96 030922
info@marketpublishers.com

11.8.3 Sommation Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Sommation Main Business Overview
11.8.5 Sommation Latest Developments
11.9 Jordan Winery
11.9.1 Jordan Winery Company Information
11.9.2 Jordan Winery Virtual Wine Tasting Product Offered
11.9.3 Jordan Winery Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 Jordan Winery Main Business Overview
11.9.5 Jordan Winery Latest Developments
11.10 Bottles Nation
11.10.1 Bottles Nation Company Information
11.10.2 Bottles Nation Virtual Wine Tasting Product Offered
11.10.3 Bottles Nation Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Bottles Nation Main Business Overview
11.10.5 Bottles Nation Latest Developments
11.11 Domaine Carneros
11.11.1 Domaine Carneros Company Information
11.11.2 Domaine Carneros Virtual Wine Tasting Product Offered
11.11.3 Domaine Carneros Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 Domaine Carneros Main Business Overview
11.11.5 Domaine Carneros Latest Developments
11.12 Bouchaine
11.12.1 Bouchaine Company Information
11.12.2 Bouchaine Virtual Wine Tasting Product Offered
11.12.3 Bouchaine Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 Bouchaine Main Business Overview
11.12.5 Bouchaine Latest Developments
11.13 Stags' Leap
11.13.1 Stags' Leap Company Information
11.13.2 Stags' Leap Virtual Wine Tasting Product Offered
11.13.3 Stags' Leap Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 Stags' Leap Main Business Overview
11.13.5 Stags' Leap Latest Developments

+357 96 030922
info@marketpublishers.com

11.14 Sterling Vineyards
11.14.1 Sterling Vineyards Company Information
11.14.2 Sterling Vineyards Virtual Wine Tasting Product Offered
11.14.3 Sterling Vineyards Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 Sterling Vineyards Main Business Overview
11.14.5 Sterling Vineyards Latest Developments
11.15 Duckhorn Vineyards
11.15.1 Duckhorn Vineyards Company Information
11.15.2 Duckhorn Vineyards Virtual Wine Tasting Product Offered
11.15.3 Duckhorn Vineyards Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.15.4 Duckhorn Vineyards Main Business Overview
11.15.5 Duckhorn Vineyards Latest Developments
11.16 Gary's
11.16.1 Gary's Company Information
11.16.2 Gary's Virtual Wine Tasting Product Offered
11.16.3 Gary's Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.16.4 Gary's Main Business Overview
11.16.5 Gary's Latest Developments
11.17 Bluemont Vineyard
11.17.1 Bluemont Vineyard Company Information
11.17.2 Bluemont Vineyard Virtual Wine Tasting Product Offered
11.17.3 Bluemont Vineyard Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.17.4 Bluemont Vineyard Main Business Overview
11.17.5 Bluemont Vineyard Latest Developments
11.18 Gloria Ferrer
11.18.1 Gloria Ferrer Company Information
11.18.2 Gloria Ferrer Virtual Wine Tasting Product Offered
11.18.3 Gloria Ferrer Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.18.4 Gloria Ferrer Main Business Overview
11.18.5 Gloria Ferrer Latest Developments
11.19 Kacaba Vineyards
11.19.1 Kacaba Vineyards Company Information
11.19.2 Kacaba Vineyards Virtual Wine Tasting Product Offered
11.19.3 Kacaba Vineyards Virtual Wine Tasting Revenue, Gross Margin and Market

+357 96 030922
info@marketpublishers.com

Share (2021-2026)
11.19.4 Kacaba Vineyards Main Business Overview
11.19.5 Kacaba Vineyards Latest Developments
11.20 Opolo Vineyards
11.20.1 Opolo Vineyards Company Information
11.20.2 Opolo Vineyards Virtual Wine Tasting Product Offered
11.20.3 Opolo Vineyards Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.20.4 Opolo Vineyards Main Business Overview
11.20.5 Opolo Vineyards Latest Developments
11.21 ONX Wines
11.21.1 ONX Wines Company Information
11.21.2 ONX Wines Virtual Wine Tasting Product Offered
11.21.3 ONX Wines Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.21.4 ONX Wines Main Business Overview
11.21.5 ONX Wines Latest Developments
11.22 Lucid Winery
11.22.1 Lucid Winery Company Information
11.22.2 Lucid Winery Virtual Wine Tasting Product Offered
11.22.3 Lucid Winery Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.22.4 Lucid Winery Main Business Overview
11.22.5 Lucid Winery Latest Developments
11.23 Morgan Winery
11.23.1 Morgan Winery Company Information
11.23.2 Morgan Winery Virtual Wine Tasting Product Offered
11.23.3 Morgan Winery Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.23.4 Morgan Winery Main Business Overview
11.23.5 Morgan Winery Latest Developments
11.24 Canvasback Winery
11.24.1 Canvasback Winery Company Information
11.24.2 Canvasback Winery Virtual Wine Tasting Product Offered
11.24.3 Canvasback Winery Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.24.4 Canvasback Winery Main Business Overview
11.24.5 Canvasback Winery Latest Developments
11.25 Love Cheese

+357 96 030922
info@marketpublishers.com

11.25.1 Love Cheese Company Information
11.25.2 Love Cheese Virtual Wine Tasting Product Offered
11.25.3 Love Cheese Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.25.4 Love Cheese Main Business Overview
11.25.5 Love Cheese Latest Developments
11.26 Hickory Creek
11.26.1 Hickory Creek Company Information
11.26.2 Hickory Creek Virtual Wine Tasting Product Offered
11.26.3 Hickory Creek Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.26.4 Hickory Creek Main Business Overview
11.26.5 Hickory Creek Latest Developments
11.27 Elevent
11.27.1 Elevent Company Information
11.27.2 Elevent Virtual Wine Tasting Product Offered
11.27.3 Elevent Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.27.4 Elevent Main Business Overview
11.27.5 Elevent Latest Developments
11.28 Merchant of Wine
11.28.1 Merchant of Wine Company Information
11.28.2 Merchant of Wine Virtual Wine Tasting Product Offered
11.28.3 Merchant of Wine Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.28.4 Merchant of Wine Main Business Overview
11.28.5 Merchant of Wine Latest Developments
11.29 Alpha Omega Winery
11.29.1 Alpha Omega Winery Company Information
11.29.2 Alpha Omega Winery Virtual Wine Tasting Product Offered
11.29.3 Alpha Omega Winery Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)
11.29.4 Alpha Omega Winery Main Business Overview
11.29.5 Alpha Omega Winery Latest Developments
11.30 NetJets
11.30.1 NetJets Company Information
11.30.2 NetJets Virtual Wine Tasting Product Offered
11.30.3 NetJets Virtual Wine Tasting Revenue, Gross Margin and Market Share (2021-2026)

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info@marketpublishers.com

11.30.4 NetJets Main Business Overview
11.30.5 NetJets Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Virtual Wine Tasting Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. Virtual Wine Tasting Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Private Virtual Tasting
Table 4. Major Players of Public Virtual Tasting
Table 5. Virtual Wine Tasting Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 6. Global Virtual Wine Tasting Market Size by Type (2021-2026) & ($ millions)
Table 7. Global Virtual Wine Tasting Market Size Market Share by Type (2021-2026)
Table 8. Virtual Wine Tasting Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 9. Global Virtual Wine Tasting Market Size by Application (2021-2026) & ($ millions)
Table 10. Global Virtual Wine Tasting Market Size Market Share by Application (2021-2026)
Table 11. Global Virtual Wine Tasting Revenue by Player (2021-2026) & ($ millions)
Table 12. Global Virtual Wine Tasting Revenue Market Share by Player (2021-2026)
Table 13. Virtual Wine Tasting Key Players Head office and Products Offered
Table 14. Virtual Wine Tasting Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 15. New Products and Potential Entrants
Table 16. Mergers & Acquisitions, Expansion
Table 17. Global Virtual Wine Tasting Market Size by Region (2021-2026) & ($ millions)
Table 18. Global Virtual Wine Tasting Market Size Market Share by Region (2021-2026)
Table 19. Global Virtual Wine Tasting Revenue by Country/Region (2021-2026) & ($ millions)
Table 20. Global Virtual Wine Tasting Revenue Market Share by Country/Region (2021-2026)
Table 21. Americas Virtual Wine Tasting Market Size by Country (2021-2026) & ($ millions)
Table 22. Americas Virtual Wine Tasting Market Size Market Share by Country (2021-2026)
Table 23. Americas Virtual Wine Tasting Market Size by Type (2021-2026) & ($ millions)

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Table 24. Americas Virtual Wine Tasting Market Size Market Share by Type (2021-2026)
Table 25. Americas Virtual Wine Tasting Market Size by Application (2021-2026) & ($ millions)
Table 26. Americas Virtual Wine Tasting Market Size Market Share by Application (2021-2026)
Table 27. APAC Virtual Wine Tasting Market Size by Region (2021-2026) & ($ millions)
Table 28. APAC Virtual Wine Tasting Market Size Market Share by Region (2021-2026)
Table 29. APAC Virtual Wine Tasting Market Size by Type (2021-2026) & ($ millions)
Table 30. APAC Virtual Wine Tasting Market Size by Application (2021-2026) & ($ millions)
Table 31. Europe Virtual Wine Tasting Market Size by Country (2021-2026) & ($ millions)
Table 32. Europe Virtual Wine Tasting Market Size Market Share by Country (2021-2026)
Table 33. Europe Virtual Wine Tasting Market Size by Type (2021-2026) & ($ millions)
Table 34. Europe Virtual Wine Tasting Market Size by Application (2021-2026) & ($ millions)
Table 35. Middle East & Africa Virtual Wine Tasting Market Size by Region (2021-2026) & ($ millions)
Table 36. Middle East & Africa Virtual Wine Tasting Market Size by Type (2021-2026) & ($ millions)
Table 37. Middle East & Africa Virtual Wine Tasting Market Size by Application (2021-2026) & ($ millions)
Table 38. Key Market Drivers & Growth Opportunities of Virtual Wine Tasting
Table 39. Key Market Challenges & Risks of Virtual Wine Tasting
Table 40. Key Industry Trends of Virtual Wine Tasting
Table 41. Global Virtual Wine Tasting Market Size Forecast by Region (2027-2032) & ($ millions)
Table 42. Global Virtual Wine Tasting Market Size Market Share Forecast by Region (2027-2032)
Table 43. Global Virtual Wine Tasting Market Size Forecast by Type (2027-2032) & ($ millions)
Table 44. Global Virtual Wine Tasting Market Size Forecast by Application (2027-2032) & ($ millions)
Table 45. In Good Taste Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 46. In Good Taste Virtual Wine Tasting Product Offered
Table 47. In Good Taste Virtual Wine Tasting Revenue ($ million), Gross Margin and

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Market Share (2021-2026)
Table 48. In Good Taste Main Business
Table 49. In Good Taste Latest Developments
Table 50. Priority Wine Pass Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 51. Priority Wine Pass Virtual Wine Tasting Product Offered
Table 52. Priority Wine Pass Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 53. Priority Wine Pass Main Business
Table 54. Priority Wine Pass Latest Developments
Table 55. Wine.com Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 56. Wine.com Virtual Wine Tasting Product Offered
Table 57. Wine.com Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 58. Wine.com Main Business
Table 59. Wine.com Latest Developments
Table 60. Orange Glou Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 61. Orange Glou Virtual Wine Tasting Product Offered
Table 62. Orange Glou Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 63. Orange Glou Main Business
Table 64. Orange Glou Latest Developments
Table 65. Far Niente Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 66. Far Niente Virtual Wine Tasting Product Offered
Table 67. Far Niente Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 68. Far Niente Main Business
Table 69. Far Niente Latest Developments
Table 70. Chandon Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 71. Chandon Virtual Wine Tasting Product Offered
Table 72. Chandon Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 73. Chandon Main Business
Table 74. Chandon Latest Developments
Table 75. Voluptuarywine Details, Company Type, Virtual Wine Tasting Area Served

+357 96 030922
info@marketpublishers.com

and Its Competitors
Table 76. Voluptuarywine Virtual Wine Tasting Product Offered
Table 77. Voluptuarywine Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 78. Voluptuarywine Main Business
Table 79. Voluptuarywine Latest Developments
Table 80. Sommation Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 81. Sommation Virtual Wine Tasting Product Offered
Table 82. Sommation Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 83. Sommation Main Business
Table 84. Sommation Latest Developments
Table 85. Jordan Winery Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 86. Jordan Winery Virtual Wine Tasting Product Offered
Table 87. Jordan Winery Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 88. Jordan Winery Main Business
Table 89. Jordan Winery Latest Developments
Table 90. Bottles Nation Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 91. Bottles Nation Virtual Wine Tasting Product Offered
Table 92. Bottles Nation Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 93. Bottles Nation Main Business
Table 94. Bottles Nation Latest Developments
Table 95. Domaine Carneros Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 96. Domaine Carneros Virtual Wine Tasting Product Offered
Table 97. Domaine Carneros Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 98. Domaine Carneros Main Business
Table 99. Domaine Carneros Latest Developments
Table 100. Bouchaine Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 101. Bouchaine Virtual Wine Tasting Product Offered
Table 102. Bouchaine Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)

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Table 103. Bouchaine Main Business
Table 104. Bouchaine Latest Developments
Table 105. Stags' Leap Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 106. Stags' Leap Virtual Wine Tasting Product Offered
Table 107. Stags' Leap Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 108. Stags' Leap Main Business
Table 109. Stags' Leap Latest Developments
Table 110. Sterling Vineyards Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 111. Sterling Vineyards Virtual Wine Tasting Product Offered
Table 112. Sterling Vineyards Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 113. Sterling Vineyards Main Business
Table 114. Sterling Vineyards Latest Developments
Table 115. Duckhorn Vineyards Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 116. Duckhorn Vineyards Virtual Wine Tasting Product Offered
Table 117. Duckhorn Vineyards Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 118. Duckhorn Vineyards Main Business
Table 119. Duckhorn Vineyards Latest Developments
Table 120. Gary's Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 121. Gary's Virtual Wine Tasting Product Offered
Table 122. Gary's Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 123. Gary's Main Business
Table 124. Gary's Latest Developments
Table 125. Bluemont Vineyard Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 126. Bluemont Vineyard Virtual Wine Tasting Product Offered
Table 127. Bluemont Vineyard Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 128. Bluemont Vineyard Main Business
Table 129. Bluemont Vineyard Latest Developments
Table 130. Gloria Ferrer Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors

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Table 131. Gloria Ferrer Virtual Wine Tasting Product Offered
Table 132. Gloria Ferrer Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 133. Gloria Ferrer Main Business
Table 134. Gloria Ferrer Latest Developments
Table 135. Kacaba Vineyards Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 136. Kacaba Vineyards Virtual Wine Tasting Product Offered
Table 137. Kacaba Vineyards Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 138. Kacaba Vineyards Main Business
Table 139. Kacaba Vineyards Latest Developments
Table 140. Opolo Vineyards Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 141. Opolo Vineyards Virtual Wine Tasting Product Offered
Table 142. Opolo Vineyards Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 143. Opolo Vineyards Main Business
Table 144. Opolo Vineyards Latest Developments
Table 145. ONX Wines Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 146. ONX Wines Virtual Wine Tasting Product Offered
Table 147. ONX Wines Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 148. ONX Wines Main Business
Table 149. ONX Wines Latest Developments
Table 150. Lucid Winery Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 151. Lucid Winery Virtual Wine Tasting Product Offered
Table 152. Lucid Winery Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 153. Lucid Winery Main Business
Table 154. Lucid Winery Latest Developments
Table 155. Morgan Winery Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 156. Morgan Winery Virtual Wine Tasting Product Offered
Table 157. Morgan Winery Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 158. Morgan Winery Main Business

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Table 159. Morgan Winery Latest Developments
Table 160. Canvasback Winery Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 161. Canvasback Winery Virtual Wine Tasting Product Offered
Table 162. Canvasback Winery Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 163. Canvasback Winery Main Business
Table 164. Canvasback Winery Latest Developments
Table 165. Love Cheese Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 166. Love Cheese Virtual Wine Tasting Product Offered
Table 167. Love Cheese Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 168. Love Cheese Main Business
Table 169. Love Cheese Latest Developments
Table 170. Hickory Creek Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 171. Hickory Creek Virtual Wine Tasting Product Offered
Table 172. Hickory Creek Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 173. Hickory Creek Main Business
Table 174. Hickory Creek Latest Developments
Table 175. Elevent Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 176. Elevent Virtual Wine Tasting Product Offered
Table 177. Elevent Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 178. Elevent Main Business
Table 179. Elevent Latest Developments
Table 180. Merchant of Wine Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 181. Merchant of Wine Virtual Wine Tasting Product Offered
Table 182. Merchant of Wine Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 183. Merchant of Wine Main Business
Table 184. Merchant of Wine Latest Developments
Table 185. Alpha Omega Winery Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 186. Alpha Omega Winery Virtual Wine Tasting Product Offered

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Table 187. Alpha Omega Winery Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 188. Alpha Omega Winery Main Business
Table 189. Alpha Omega Winery Latest Developments
Table 190. NetJets Details, Company Type, Virtual Wine Tasting Area Served and Its Competitors
Table 191. NetJets Virtual Wine Tasting Product Offered
Table 192. NetJets Virtual Wine Tasting Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 193. NetJets Main Business
Table 194. NetJets Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Virtual Wine Tasting Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Virtual Wine Tasting Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Virtual Wine Tasting Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Virtual Wine Tasting Sales Market Share by Country/Region (2025)
Figure 8. Virtual Wine Tasting Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Virtual Wine Tasting Market Size Market Share by Type in 2025
Figure 10. Virtual Wine Tasting in Personal Activities
Figure 11. Global Virtual Wine Tasting Market: Personal Activities (2021-2026) & ($ millions)
Figure 12. Virtual Wine Tasting in Group Activities
Figure 13. Global Virtual Wine Tasting Market: Group Activities (2021-2026) & ($ millions)
Figure 14. Global Virtual Wine Tasting Market Size Market Share by Application in 2025
Figure 15. Global Virtual Wine Tasting Revenue Market Share by Player in 2025
Figure 16. Global Virtual Wine Tasting Market Size Market Share by Region (2021-2026)
Figure 17. Americas Virtual Wine Tasting Market Size 2021-2026 ($ millions)
Figure 18. APAC Virtual Wine Tasting Market Size 2021-2026 ($ millions)
Figure 19. Europe Virtual Wine Tasting Market Size 2021-2026 ($ millions)
Figure 20. Middle East & Africa Virtual Wine Tasting Market Size 2021-2026 ($ millions)
Figure 21. Americas Virtual Wine Tasting Value Market Share by Country in 2025
Figure 22. United States Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 23. Canada Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 24. Mexico Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 25. Brazil Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 26. APAC Virtual Wine Tasting Market Size Market Share by Region in 2025
Figure 27. APAC Virtual Wine Tasting Market Size Market Share by Type (2021-2026)
Figure 28. APAC Virtual Wine Tasting Market Size Market Share by Application (2021-2026)

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Figure 29. China Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 30. Japan Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 31. South Korea Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 32. Southeast Asia Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 33. India Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 34. Australia Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 35. Europe Virtual Wine Tasting Market Size Market Share by Country in 2025
Figure 36. Europe Virtual Wine Tasting Market Size Market Share by Type (2021-2026)
Figure 37. Europe Virtual Wine Tasting Market Size Market Share by Application (2021-2026)
Figure 38. Germany Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 39. France Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 40. UK Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 41. Italy Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 42. Russia Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 43. Middle East & Africa Virtual Wine Tasting Market Size Market Share by Region (2021-2026)
Figure 44. Middle East & Africa Virtual Wine Tasting Market Size Market Share by Type (2021-2026)
Figure 45. Middle East & Africa Virtual Wine Tasting Market Size Market Share by Application (2021-2026)
Figure 46. Egypt Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 47. South Africa Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 48. Israel Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 49. Turkey Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 50. GCC Countries Virtual Wine Tasting Market Size Growth 2021-2026 ($ millions)
Figure 51. Americas Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 52. APAC Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 53. Europe Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 54. Middle East & Africa Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 55. United States Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 56. Canada Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 57. Mexico Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 58. Brazil Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 59. China Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 60. Japan Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 61. Korea Virtual Wine Tasting Market Size 2027-2032 ($ millions)

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Figure 62. Southeast Asia Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 63. India Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 64. Australia Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 65. Germany Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 66. France Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 67. UK Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 68. Italy Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 69. Russia Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 70. Egypt Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 71. South Africa Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 72. Israel Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 73. Turkey Virtual Wine Tasting Market Size 2027-2032 ($ millions)
Figure 74. Global Virtual Wine Tasting Market Size Market Share Forecast by Type (2027-2032)
Figure 75. Global Virtual Wine Tasting Market Size Market Share Forecast by Application (2027-2032)
Figure 76. GCC Countries Virtual Wine Tasting Market Size 2027-2032 ($ millions)

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