

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

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Abstracts

The global Wine Tourism market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

Wine tourism has gained popularity as a niche tourism segment, attracting individuals who have an interest in wine, vineyard landscapes, and the overall winemaking process. The wine tourism market is influenced by factors such as the reputation of the region, the quality of wines produced, marketing efforts, and the overall appeal of the destination. It has become a significant economic driver for many wine-producing regions globally.

LPI (LP Information)' newest research report, the 'Wine Tourism Industry Forecast' looks at past sales and reviews total world Wine Tourism sales in 2025, providing a comprehensive analysis by region and market sector of projected Wine Tourism sales for 2026 through 2032. With Wine Tourism sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Wine Tourism industry.

This Insight Report provides a comprehensive analysis of the global Wine Tourism 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 Wine Tourism portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Wine Tourism market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Wine Tourism 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 Wine Tourism.

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

Segmentation by Type:

Winery Visits and Tastings

Wine Trails and Routes

Wine Festivals and Events

Wine Education and Workshops

Others

Segmentation by Application:

Individual Travel

Professional Groups

Group Travels

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

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.

Abercrombie & Kent USA, LLC

Greaves Travel Ltd

India Food Tour

Classic Journeys, LLC

The FTC4Lobe Group

The Travel Corporation

Gourmet on Tour

Culinary Adventures International

Culinary Tours

Butterfield & Robinson Inc.

Viavinum

Winetourbooking

Sogrape

Swiss Wine Promotion

Wine Paths

Zephyr Tours

BK Wine Tours

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