

# **Organic Wine Market Forecasts to 2032 – Global Analysis By Product Type (Still Wine, Sparkling Wine, Dessert Wine, and Fortified Wine), Color, Packaging Type, Distribution Channel, Price Range, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Organic Wine Market is accounted for \$13.34 billion in 2025 and is expected to reach \$30.23 billion by 2032 growing at a CAGR of 12.4% during the forecast period. Organic wine is produced from grapes grown without synthetic pesticides, herbicides, or chemical fertilizers, following certified organic farming practices. It emphasizes environmental sustainability, soil health, and biodiversity. During winemaking, additives and processing aids are minimized, and only approved organic ingredients are used. This approach ensures a natural, eco-friendly product that reflects the grape's authentic character while meeting strict organic certification standards set by relevant regulatory bodies.

According to a survey conducted by Wine Opinions in March and July 2022, 28% of the U.S. consumers in their 20s and 21% of consumers in their 30s consider wines produced with organically-grown grapes.

Market Dynamics:

Driver:

Growing consumer health consciousness

As global consumers become increasingly aware of the health risks associated with synthetic additives and pesticides, demand for organic wine is surging. Millennials and

Gen Z, in particular, are driving this shift, favoring products that align with wellness, sustainability, and ethical sourcing. Organic wines, which are free from chemical fertilizers and sulfites, are perceived as cleaner and more natural alternatives to conventional varieties. This perception is reinforced by transparent labeling and certifications that build consumer trust. Social media and digital platforms amplify awareness, encouraging trial and loyalty among health-conscious buyers. As a result, organic wine is no longer niche—it's becoming a mainstream lifestyle choice.

#### Restraint:

##### Limited supply and unpredictable yields

Despite rising demand, organic wine production faces significant supply-side constraints. Organic viticulture is highly sensitive to weather fluctuations, pests, and diseases due to the absence of chemical interventions. These challenges result in unpredictable yields and higher production costs, especially in cooler or humid regions. Certification processes are expensive and time-consuming, deterring small producers from entering the market. Additionally, the lack of uniform global standards for organic labeling creates confusion and limits international scalability. These factors collectively hinder consistent supply and pose barriers to meeting growing consumer expectations.

#### Opportunity:

##### Increasing demand from eco-tourism and wine tourism

The rise of eco-tourism and experiential travel is creating new avenues for organic wine producers. Consumers are increasingly seeking immersive vineyard experiences that combine sustainability, education, and artisanal tasting. Organic wineries benefit from this trend by showcasing their farming practices, biodiversity efforts, and low-intervention winemaking. Wine tourism not only boosts direct sales but also strengthens brand loyalty and storytelling. Regions with strong organic credentials are becoming destinations of choice, attracting both domestic and international visitors. This convergence of tourism and sustainability offers a lucrative growth channel for organic wine brands.

#### Threat:

##### Competition from other alcoholic beverages

Competing alcoholic beverages such as craft beers, hard seltzers, and health-oriented spirits are posing a growing challenge to the organic wine sector. These segments are aggressively innovating with flavor profiles, packaging formats, and wellness-oriented branding. As drinking preferences shift toward convenience and novelty, organic wine risks being perceived as traditional or less exciting. The rise of functional beverages and adaptogenic cocktails further fragments consumer attention. Organic wine, with its traditional image, risks losing relevance unless it adapts to evolving preferences. Without strategic innovation, it may struggle to retain market share in a crowded and fast-moving beverage landscape.

#### Covid-19 Impact:

The COVID-19 pandemic initially disrupted the organic wine market through supply chain breakdowns, vineyard labor shortages, and closures of hospitality venues. Grapes often couldn't be transported or processed on time, leading to quality degradation and financial losses. However, consumer behavior shifted toward home consumption, boosting retail and online sales of organic wine. The crisis also heightened awareness of health and sustainability, reinforcing the appeal of organic products. As lockdowns eased, wineries adapted with direct-to-consumer models and virtual tastings, accelerating digital transformation.

The still wine segment is expected to be the largest during the forecast period

The still wine segment is expected to account for the largest market share during the forecast period, as consumers seek sustainable, clean-label options. Innovations in low-intervention winemaking, biodynamic farming, and precision viticulture are boosting product quality and transparency. Trends like vegan-friendly certification, natural fermentation, and sustainable packaging resonate with eco-aware audiences. Recent developments include increased organic vineyard coverage, enhanced traceability, and a shift toward premium offerings. These drivers collectively strengthen the appeal of organic still wine amid growing interest in authenticity, wellness, and environmental stewardship.

The commercial use segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the commercial use segment is predicted to witness the highest growth rate, due to rising demand from hospitality, retail, and export channels seeking sustainable and differentiated offerings. Technological advancements in

scalable organic viticulture, automated bottling, and digital traceability systems support consistent quality and compliance. Emerging trends include organic wine integration into curated menus, eco-labeling, and bulk packaging for institutional buyers. Key developments such as expanded certifications, strategic partnerships, and improved logistics are enabling broader market access and positioning organic wine as a premium, eco-conscious choice.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by rising health awareness, premiumization trends, and expanding urban middle-class demand. Technological innovations in climate-resilient viticulture, blockchain-based traceability, and e-commerce platforms are enhancing accessibility and consumer trust. Emerging trends include organic wine pairings in upscale dining, wellness-driven marketing, and cross-border digital retail. Major developments such as regional certification harmonization, vineyard investments, and strategic alliances with global producers are accelerating market growth and positioning organic wine as a lifestyle-oriented choice.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, propelled by growing consumer preference for sustainable, additive-free beverages and transparency in sourcing. Technological advancements in organic vineyard management, AI-driven quality control, and direct-to-consumer digital platforms are streamlining production and distribution. Emerging trends include clean-label branding, low-sulfite formulations, and integration into wellness lifestyles. Recent advancements including broader USDA organic certification coverage, strategic retail collaborations, and sustainable packaging solutions—are strengthening the market appeal of organic wine among health-focused and eco-conscious consumers.

Key players in the market

Some of the key players in Organic Wine Market include Emiliana Organic Vineyards, Vintage Roots, King Estate Winery, The Organic Wine Company, Bonterra Organic Vineyards, Tamburlaine Organic Wines, Frey Vineyards, La Cantina Pizzolato, The Wine Group, Sokol Blosser Winery, Treasury Wine Estates, Beckmen Vineyards, Concha y Toro, Tablas Creek Vineyard, and Grgich Hills Estate.

### Key Developments:

In December 2023, Bonterra Organic Estates®, the leading producer of Regenerative Organic Certified® (ROC) wine, proudly unveils the 2022 Red Blend as the latest addition to its esteemed Bonterra Estate Collection. Responding to enthusiastic demand from Bonterra fans, this limited release is poised to debut exclusively on the brand's website.

In November 2022, King Estate Winery in Eugene, Ore., has acquired longtime vineyard partner Pfeiffer Winery and Vineyards, a 70-acre site in nearby Junction City. The two wineries have been friends, collaborators and vineyard partners since King Estate first purchased fruit from Pfeiffer, a relationship that continues to this day.

### Product Types Covered:

Still Wine

Sparkling Wine

Dessert Wine

Fortified Wine

### Colors Covered:

Red Organic Wine

White Organic Wine

Rose Organic Wine

Sparkling Organic Wine

### Packaging Types Covered:

Glass Bottles

Cans

Bag-in-Box

Other Packaging Types

Distribution Channels Covered:

Off-Trade

On-Trade

Price Ranges Covered:

Economy

Mid-Range

Premium

End Users Covered:

Household Consumption

Commercial Use

Institutional Use

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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