

Vegan Wine Market - Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Rose Wine, White Wine, Sparkling Wine, Others), By Packaging Type (Bottles, Cans), By Distribution Channel (On-Premise, Off-Premise), By Region & Competition, 2021-2031F

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Abstracts

The Global Vegan Wine Market is projected to increase from a valuation of USD 2.23 Billion in 2025 to USD 3.02 Billion by 2031, expanding at a CAGR of 5.18%. Vegan wine is characterized by the exclusion of animal-derived fining agents, such as albumin, casein, gelatin, or isinglass, relying instead on plant-based or mineral alternatives like pea protein and bentonite for clarification. The market is primarily underpinned by the rise of ethical consumerism, as buyers increasingly align their spending with animal welfare values and environmental sustainability. Additionally, plant-based certifications are frequently viewed as indicators of quality and transparency; according to The Vegan Society, the number of products registered with their Vegan Trademark exceeded 70,000 globally in 2024, signaling robust industrial output and growing demand for verified plant-based beverages.

A major obstacle hindering wider market growth is the absence of standardized labeling regulations for fining agents, which generates confusion for consumers and necessitates costly third-party certifications for manufacturers. This regulatory void forces wineries to incur extra expenses to validate their vegan claims, creating a barrier to entry for smaller producers who utilize vegan-friendly methods but lack the financial resources for official accreditation. Consequently, the reliance on paid certifications to prove compliance limits the potential market participation of unaccredited but otherwise compliant producers.

Market Driver

The widespread shift toward flexitarian and plant-based diets is fundamentally transforming the wine industry, elevating vegan wine from a niche offering to a mainstream requirement. This transition is fueled by high-profile campaigns that urge consumers to match their beverage purchases with their dietary and ethical principles, thereby compelling retailers to increase their stock of certified products. The scale of this movement is illustrated by the massive engagement in global initiatives; according to a post-campaign analysis by Veganuary in February 2025, participation hit a record high of 25.8 million people worldwide, a figure that directly correlates with surging retail demand for vegan-verified items across the beverage sector.

Simultaneously, rising health consciousness and a preference for 'clean' products are boosting market value, as consumers increasingly view vegan certification as a sign of transparency and fewer additives. This trend frequently intersects with the 'low and no' alcohol market, where health-focused buyers seek quality wines that align with a moderate lifestyle. Despite broader supply constraints highlighted by the International Organisation of Vine and Wine (OIV) reporting in April 2025 that global wine production dropped to a 60-year low of 226 million hectolitres in 2024, this health-oriented segment remains resilient. Validating this trajectory, Waitrose reported in August 2025 that sales of alcohol-free and low-alcohol wine alternatives grew by 21% over the prior six months, confirming the commercial strength of health-aligned wine categories.

Market Challenge

The lack of consistent global labeling regulations for fining agents constitutes a major barrier to the growth of the vegan wine market. Although ingredient transparency is improving in many areas, processing aids like isinglass and gelatin are often exempt from mandatory disclosure on standard labels. This regulatory loophole leaves consumers unable to independently confirm if a product is free from animal-derived substances, forcing them to depend on wines bearing explicit, and often costly, private certifications. This dependency imposes a significant financial burden on producers, especially small and medium-sized wineries that may use vegan practices but cannot afford the investment required for third-party accreditation.

This cost burden restricts market access and limits the variety of certified options available to ethical consumers. The magnitude of this transparency issue is substantial when compared to the total industry output, which remains largely opaque regarding

processing aids. Data from the International Organisation of Vine and Wine (OIV) indicates that global wine production reached 237 million hectolitres in 2023. The vast majority of this volume is governed by labeling frameworks that do not require the disclosure of fining agents, perpetuating an ambiguity that directly impedes the organic expansion of the vegan wine segment.

Market Trends

There is a decided shift toward the use of prominent 'Certified Vegan' trademarks and logos to replace vague ingredient lists, providing consumers with instant assurance at the point of sale. This trend addresses the problem of hidden animal-derived processing aids by encouraging brands to adopt recognized symbols that facilitate immediate decision-making for ethical buyers. The momentum behind this verification movement is evident in the rapid adoption of specialized trust marks; according to Plant Based News in November 2025, The Vegetarian Society reported that their new Plant-Based Certification Mark accounted for approximately 50% of recent certification completions, highlighting the industry's transition toward explicit visual verification.

Concurrently, vegan wine brands are aggressively adopting sustainable packaging solutions, such as paper bottles and bag-in-box formats, to ensure their physical footprint aligns with the environmental values of their core demographic. This evolution extends beyond the liquid itself, addressing the carbon intensity of traditional glass to appeal to eco-conscious consumers who view sustainability as a key component of their ethical choices. Major retailers are validating this shift through significant investments; according to Packaging World in April 2025, Target became the first major U.S. supermarket to launch a nationwide wine brand exclusively in paper bottles, ordering 256,000 units to stock its 1,200 stores.

Key Market Players

O'Briens Wine Off Licence Ltd

Pure Wines Ltd

Frey Vineyards

The Vegan Vine

Bonterra Organic Estates

Banfi Vintners

Martin Vialatte

Organic Wine Company Limited

Tanners Wines Ltd

Waitrose & Partners

Report Scope

In this report, the Global Vegan Wine Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vegan Wine Market, By Type

Rose Wine

White Wine

Sparkling Wine

Others

Vegan Wine Market, By Packaging Type

Bottles

Cans

Vegan Wine Market, By Distribution Channel

On-Premise

Off-Premise

Vegan Wine Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Vegan Wine Market.

Available Customizations:

Global Vegan Wine Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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