

Press Release

February 2020



Sparkling Wine Grows Nearly 4% in the US in 2019

This Valentine's Day, American Consumers Expected to Profess their Continued Love for Champagne, Prosecco, and Cava

New York – Sparkling wine posted 3.8% volume growth in the US in 2019, according to preliminary figures from IWSR Drinks Market Analysis, the leading authority on data and intelligence on the global beverage alcohol market. And as Valentine's Day approaches – always a top occasion for bubbly – the category is poised to continue inching upward.

Though total wine consumption in the US was down slightly last year, the bright spot in the category was sparkling wine. The sparkling wine category is expected to continue to grow by 3.5% compound annual growth rate 2018-2023.

“Sparkling wine has enjoyed year-over-year growth in the US thanks in part to increased excitement for spritz cocktails, and also to more affordable sparkling options like prosecco,” says Brandy Rand, COO of the Americas at IWSR Drinks Market Analysis. “Though sparkling wine marketers have done a very good job reinforcing that these products aren't only for celebratory or special occasions, Valentine's Day is when consumers like to splurge on higher-priced sparkling options like Champagne.”

Sparkling wine represents about 8% of the total wine market in the US and has posted a compound annual growth rate of 5.2% from 2014 to 2019, and a 10-year CAGR of 5.6%.

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About the IWSR

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers. For more information, please visit www.theiwsr.com.