

# Wine in the US

June 2024

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## Wine in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Values are up, but volumes are down

Premiumisation persists, benefiting champagne and other sparkling wine

The return of wine clubs, and other channel shifts within wine

#### PROSPECTS AND OPPORTUNITIES

Demise of on-ramp wine price bands will be centre of attention

Local wines expected to increase fragmentation

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## Alcoholic Drinks in the US - Industry Overview

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Alcoholic drinks in 2023: The big picture

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Retailing developments

On-trade vs off-trade split  
What next for alcoholic drinks?

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Opening hours  
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