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US Collection



Wine: United States

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About This Report

Scope

This report forecasts to 2024 US wine demand and production in US gallons. Total demand is segmented by type in terms of:

- table
- dessert
- sparkling

To illustrate historical trends, total demand, production, trade, and the various demand segments are provided in annual series from 2009 to 2019.

The product scope of this report includes both unflavored and flavored varieties of natural wine (i.e., wine derived from grapes with minimal production methods) as well as wine derived from other types of fruit or honey, fortified grape wines such as vermouth, certain types of cider, and wine coolers. Brandies and sake are excluded. Re-exports of wine are excluded from trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Wine: United States (FF10020) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | NAICS & SIC Codes Related to Wine

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
312130	Wineries	2084	Wines, Brandy, and Brandy Spirits
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	5182	Wine and Distilled Alcoholic Beverages

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR)

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employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Agencies & Associations

Alcohol and Tobacco Tax and Trade Bureau

American Association of Wine Economists

California Association of Winegrape Growers

National Association of Wine Retailers

United States Census Bureau

United States International Trade Commission

WineAmerica

Wine & Spirits Wholesalers of America

Wine Institute

Wine Market Council