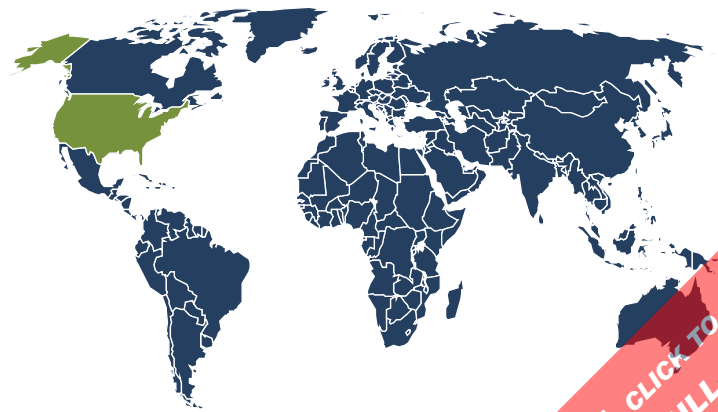




Freedonia Focus Reports
US Collection

Wine: United States

May 2017



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade | Distribution Overview
Regulatory Factors

Segmentation and Forecasts

Demand | Production

Industry Structure

Industry Characteristics | Market Leaders

Resources

CLICK TO ORDER
FULL REPORT

BROCHURE

CLICK TO ORDER
FULL REPORT

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	5
Trade	6
Distribution Overview	10
Regulatory Factors	12
3. Segmentation & Forecasts	13
Demand	13
Table	15
Dessert	16
Sparkling	17
Production	19
4. Industry Structure	22
Industry Characteristics	22
Market Leaders	24
E&J Gallo Winery	24
The Wine Group	24
Constellation Brands	25
5. About This Report	26
Scope & Method	26
Sources	26
Industry Codes	27
Resources	28

List of Tables & Figures

Figure 1 Key Trends in US Wine Demand, 2016-2021	3
Figure 2 US Wine Demand Trends, 2006-2016	4
Table 1 Key Indicators for US Wine Demand; 2006, 2011, 2016, 2021 (2009US\$ bil)	5
Figure 3 US Wine Trade, 2006-2016 (mil gal)	6
Table 2 US Wine Trade, 2006-2016 (mil gal)	6
Figure 4 US Wine Imports by Country, 2006-2016 (US\$ mil)	7
Table 3 US Wine Imports by Country, 2006-2016 (US\$ mil)	7
Figure 5 US Wine Exports by Country, 2006-2016 (US\$ mil)	8
Table 4 US Wine Exports by Country, 2006-2016 (US\$ mil)	8
Figure 6 US Wine Demand by Type; 2006-2016, 2021 (mil gal)	13
Table 5 US Wine Demand by Type; 2006-2016, 2021 (mil gal)	13
Figure 7 US Wine Demand; 2006-2016, 2021 (US\$ mil)	14
Table 5 US Wine Demand; 2006-2016, 2021 (US\$ mil)	15
Figure 8 US Wine Production; 2006-2016, 2021 (mil gal)	19
Table 5 US Wine Production; 2006-2016, 2021 (mil gal)	19
Table 5 US Wine Production; 2006-2016, 2021 (US\$ mil)	20
Figure 9 US Wine Production; 2006-2016, 2021 (US\$ mil)	21
Figure 10 US Wine Industry Shipment Value Concentration; 2002, 2007, 2012 (%)	23
Table 6 Leading Suppliers to the US Wine Market by Type of Alcoholic Beverages Sold	24
Table 7 Industry Codes Related to Wine	27

About This Report

Scope & Method

This report forecasts US wine demand in gallons and in US dollars at the manufacturers' level to 2021. In addition, total production is forecast in gallons and in US dollars at the manufacturers' level to 2021. Total wine demand in gallons is segmented by type in terms of:

- table
- dessert
- sparkling.

The product scope of this report includes both unflavored and flavored varieties of natural wine (ie, 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.

To illustrate historical trends, total demand, total production, the various segments, and trade are provided in annual series from 2006 to 2016.

This report 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) 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

About This Report

- national, regional, and international non-governmental organizations
- 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 10 | Industry Codes Related to Wine

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
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

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

The Freedonia Group

Freedonia Industry Studies

Rigid Bulk Packaging, September 2016

World Wine Packaging, July 2016

Beverage Containers, June 2015

Freedonia Focus Reports

Beer: United States

Beverages: United States

Distilled Spirits: United States

Natural & Organic Foods & Beverages: United States

Recovered Glass: United States

Freedonia Custom Research

Trade Publications

Beverage Industry

Decanter

Drinks Business Review

Wine & Spirits

Wine Business

Wine Enthusiast

Wine Spectator

Wines & Vines

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