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WineCap Says Investors Now Buy Fine Wine for Stability

Survey data show wealth managers increasingly view the market as a portfolio hedge rather than a passion-driven collectible

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New research from the investment platform WineCap suggests that the reasons investors are buying fine wine have changed over the past four years, with stability and capital preservation now outweighing the older idea of wine as a passion-driven collectible.

WineCap said surveys of wealth managers it conducted between 2023 and 2026 showed a clear shift toward viewing fine wine as a strategic asset within a portfolio. Four years ago, environmental sustainability was cited as the main reason for allocating to fine wine by 55% of wealth managers. That figure has since fallen to 50%. Over the same period, stability rose from 54% to 70%, making it the dominant motivation in the latest survey results.

The company said the change reflects broader market conditions that have pushed investors to look for assets that can hold value during periods of uncertainty. Since 2023, markets have faced persistent inflation, higher interest rates, geopolitical instability and sharp swings in both stock and bond prices. In some cases, equities and fixed income have fallen at the same time, weakening the usual case for diversification.

Against that backdrop, WineCap said fine wine has gained appeal because it tends to move more slowly than many financial assets. Prices in the secondary market are often less volatile, in part because supply is limited, holding periods are long and buyers come from a global base of collectors and investors. That profile has made the category more attractive to those seeking predictability rather than fast gains.

The research also found that stability has consistently ranked ahead of strong returns among fine wine investors. Respondents appeared to place greater value on wealth preservation and long-term balance than on the possibility of outperforming other markets. WineCap said this does not mean fine wine is seen as a high-return asset first, but rather as one that behaves differently from traditional investments.

The platform said that difference has become more important as investors have grown more cautious about relying on bonds and equities to offset each other during periods of stress. It added that fine wine’s low correlation with mainstream assets has become a stronger selling point by 2025 than the older language of passion or collecting.

WineCap also pointed to better market data and greater transparency over the past decade as factors helping to support this shift. As information on pricing, trading patterns and market performance has improved, the firm said investors have become more comfortable treating fine wine as part of a broader portfolio strategy rather than as an alternative purchase driven mainly by taste or hobby interest.

The findings come as fine wine continues to attract attention from wealth managers looking for assets that may offer resilience when conventional markets are under pressure. WineCap said the market’s appeal now rests less on delivering the highest returns and more on offering behavior that differs from stocks and bonds at a time when many investors are rethinking how they protect capital.