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Rosé wine sales are projected to reach $5.01 billion by 2032

Consumers are driving year-round demand through premium labels, lighter drinking preferences and strong social media engagement among younger buyers

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The global rosé wine market is projected to grow from $3.53 billion in 2025 to $5.01 billion by 2032, expanding at a 5.1% compound annual growth rate, according to a market analysis published in May and updated in June by Research and Markets Intelligence, identified in the report as Reanin.

The report says demand is being driven by consumers who are shifting toward lighter and more refreshing alcoholic drinks. It estimates that more than 30% of wine drinkers now favor rosé for its versatility, helping move the category beyond its traditional

seasonal peak into year-round consumption.

Rosé is also benefiting from moderation trends. The analysis says about 28% of consumers prefer it because they see it as a lighter option with lower alcohol content than many red wines. That matters for the broader beverage sector because it points to continued competition for drinking occasions across wine, sparkling products, flavored cocktails and other alcohol categories as buyers look for drinks that fit health-conscious habits without giving up taste or premium positioning.

Premiumization is another major factor. The report says nearly 35% of consumers are choosing premium rosé labels, with producers using artisanal methods, sustainability claims and exclusive experiences to support higher prices. It also points to strong engagement among younger buyers, saying more than 40% of younger consumers interact with rosé through social media promotion and lifestyle branding.

By product type, still rosé remains the core of the market, supported by food-pairing appeal and broad retail presence. Sparkling rosé is gaining from at-home celebrations, gifting and premium packaging, while fortified rosé styles and vermouth are tied to aperitif and cocktail occasions. The report says these segments are shaping pricing, packaging and distribution strategies across the industry.

The study also highlights changes in how rosé is sold. Hypermarkets and supermarkets remain important for volume sales, but specialty stores are driving discovery and premium purchases through curated selections and tastings. Online retail is expanding through direct-to-consumer subscriptions, personalized recommendations and faster delivery options. Producers are also investing in cans, single-serve bottles and bag-in-box formats to reach convenience-focused and environmentally minded shoppers.

Geographically, Europe remains the largest rosé market, led by France, Italy and Spain, where established production regions and wine tourism support demand. North America has a mature retail system with strong omnichannel sales and premium restaurant placements. Asia-Pacific is described as a fast-growth region, helped by urban middle-class expansion, dining-out trends and social commerce. Latin America is seeing growth through modern retail expansion and rising interest in imported and local rosé labels, while the Middle East and Africa offer more selective opportunities

tied to tourism corridors, duty-free channels and hospitality demand.

The competitive landscape remains concentrated but active. The report says top producers hold more than 65% of market share, while established wine houses control around 60% of the market structure overall. It identifies Pernod Ricard, Constellation Brands, E. & J. Gallo Winery, Treasury Wine Estates, Château Miraval, Sula Vineyards, Gérard Bertrand Wines, Wölffer Estate Vineyard, Bodegas Muga and Moët Hennessy among major players.

According to the analysis, nearly 70% of sales are generated through multi-channel strategies spanning retail, e-commerce and hospitality. More than 55% of competitive strength is linked to advances in vineyard management, fermentation techniques and packaging solutions. Around 65% of market adoption is concentrated in Europe and North America.

The report says future growth opportunities include low-alcohol and non-alcoholic rosé, organic and biodynamic production, wider geographic expansion and marketing aimed at health-conscious consumers and women. It also warns that the category faces pressure from price sensitivity, climate change and competition from other alcoholic beverages.

Climate risks remain a central concern for producers. The analysis says rising temperatures, shifting rainfall patterns and extreme weather can affect grape ripening, alter flavor profiles and disrupt supply cycles, creating potential volatility in both production volumes and pricing.

The study also argues that favorable regulation in some markets is supporting growth through rules on vineyard cultivation, labeling and trade. It points in particular to geographical indication systems that protect regional identity and help consumers identify origin and quality.

Some details in the report’s recent developments section appear unrelated to rosé wine itself. It cites an August 2024 launch of a craft root beer made with natural sweeteners for health-conscious consumers and a March 2021 launch of premium root beer flavors infused with vanilla and spices. Even so, those examples reflect a wider pattern across beverages: companies are trying to capture demand for premium products that also

align with wellness concerns and distinctive flavor experiences.