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Champagne Sales Defy U.S. Wine Slump With a 14.7% Revenue Gain

SipSource data showed Prosecco and bottles priced above $50 also outperformed during a three-month market decline.

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U.S. wine sales remained under pressure in recent months, but sparkling wines and higher-priced bottles posted gains that stood out against the broader decline, according to new data released Wednesday by the Wine & Spirits Wholesalers of America’s SipSource tracker.

The figures show that, over the past three months, Champagne revenue rose 14.7% and Prosecco revenue increased 10.2%. Sauvignon Blanc also moved higher, with revenue up 3.2%. Those gains came even as wine and spirits together recorded an overall 6% drop in both volume and value, underscoring a split market in which some categories continue to attract buyers while the broader business weakens.

SipSource data also pointed to stronger performance at the higher end of the market. Wines priced above $16 did better than lower-priced ranges, and the $50-and-above segment posted a 0.9% increase. According to the tracker, that made it the only wine price tier to remain in positive territory during a market downturn of about 6%.

The numbers suggest that consumers are still spending on bottles tied to celebrations and special occasions, even as more routine wine purchases soften. Champagne and Prosecco, both closely linked to social events and gatherings, outperformed the wider market by a wide margin. Sauvignon Blanc’s growth was smaller, but it also stood apart from the general decline.

That divergence matters across the beverage business because it may shape near-term decisions on product mix, pricing, and inventory. For wholesalers, retailers, and producers operating in the U.S. market, the latest data may offer a clearer signal on which wine segments are holding up better in a weaker demand environment. If that pattern continues, companies could place greater emphasis on sparkling wines and premium offerings rather than trying to chase volume in softer categories.

The data from SipSource adds to a picture of a market that is not falling evenly across products. While the overall direction remains negative, the gains in sparkling wine and top price tiers indicate that consumer pullback is more selective than broad-based. Buyers appear to be cutting back in some areas while still making room for products seen as higher quality or more event-driven.

Champagne’s 14.7% revenue increase was the strongest result cited in the report, followed by Prosecco at 10.2%. Those double-digit gains were notable given the broader market backdrop. Sauvignon Blanc’s 3.2% rise was more modest, but it still represented positive movement at a time when most of the market was losing ground.

The contrast between premium and lower-priced wine was also clear in the pricing data. Wines above $16 outperformed cheaper bottles, and the fact that the $50-plus segment remained positive, even by a narrow 0.9%, suggests some consumers continue to trade up despite pressure on the category as a whole. That could be important for margins, since premium bottles often carry stronger returns than value-priced wine.

SipSource, which tracks depletion and sales trends through the U.S. wholesale channel, is closely watched by producers and distributors for signs of changing demand. In this case, the latest three-month reading points to resilience in a limited set of categories rather than a broad recovery for wine. The wider market remains down, but the stronger showing from sparkling wines and premium cuvées indicates that some parts of the business are still finding support from consumers willing to spend on occasion-led purchases.